**IT’D BE WEIRD WITHOUT McDONALD’S**

A theoretical and qualitative study into the methods a Small or Medium Enterprise could adopt in a sponsorship agreement with a local sports team with the ultimate aim of increasing sales.

Culture, Communication and Globalisation

Market and Consumption

Semester 10 Master’s Thesis

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Introduction

**Local Greek Football Teams Bury Opposition and Scores with Brothel**

Or, at least that’s what the headline could have said. It covers two unusual sponsorship agreements that have been agreed between two lower division Greek football teams in desperate need of financial support: one with a small undertaker firm and the other with a local brothel. The moral aspects of the sponsors have caused a stir and forms of censoring have been demanded on the teams’ shirts (Online Source (OS) 1).

What this story highlights though is the importance of sponsorship at all levels and not just in a troubled economy such as in Greece. Although funding is received in different ways local sports teams across the world need funding to survive (Speed & Thompson, 1, 2000) and sponsorship can be mutually beneficial in terms of survival and continuation for the clubs and improved business opportunities for the backer as the story concludes:

’Two clubs have been spared, thanks to their unconventional new backers. [And]perhaps both sides win. Local football is given a much-needed boost, while a little more custom is drummed up for the undertaker, and for the madam’ (Ibid.).

Despite a large body of theory surrounding sports sponsorship whilst thorough often concentrates on mega-events, - categorised as events that have a global reach with associated high levels of well-known sponsors (Louw, 3-4, 2012) - high level sports teams and companies (Lacey et al., 2010; Sӧderman & Dolles, 2010; Pope et al., 2008; Santomier, 2008; Spais and Filis, 2008; O’Reilly et al., 2005; Cornwell et al., 2001; Amis et al., 1999; Meenaghan & Shipley, 1999; Quester, 1997) These studies and findings thereof will be examined in the theory section.

These events, whilst deserving of academic attention highlight the lack of research of sports sponsorship at the other end of the scale. This will be referred to later in the introduction.

Why Sports sponsorship?

In terms of sponsorship research, it has been stated that the specific area of sports sponsorship is the most dominant within this (Gwinner & Swanson, 2003; Quester & Thompson, 2001; Mason, 1999), and in this regard it means that will be plenty of theoretical groundwork already established.

In addition to this, in the eight months from June 2012, there have been a number of events that highlight the continuing stature, influence, expansion and pros and cons of sports sponsorship that further emphasise its continuing place in research possibilities. Here follows a breakdown of some of these:

UEFA EURO 2012

The UEFA (the European Football Association) European Championship 2012 – a quadrennial football tournament for European national teams that have successfully qualified after initial qualifying group stages - was played in Poland and Ukraine from the 8th of June to the 1st of July. Initial viewing figures - released on the 27th June 2012, and therefore with a week of the competition still to play – for match and Fanzone attendance as well as international TV ratings and associated social media usage were impressive. Highlights include: 98.6 percent of stadium seats being taken, 4.9 million spectators in the Fanzones as of the 23rd June and an average of over a million viewers - an increase of 82 percent compared to the group stage of EURO 2008 - for the ESPN coverage in the United States, a market with a traditional lack of interest for soccer (OS 2).

Which such figures the appeal of becoming a sponsor for such an event could be seen as hugely advantageous for companies aiming to reap the proposed benefits of sponsorship.



Polish fans in a Fanzone at Euro 2012 watching their team play. The presence of sponsors Carlsberg and Coca-Cola can be seen on the right of the picture.

Picture 1.Source:OS 3

The London 2012 Olympic Games

Following on from this were the London Olympics and Paralympics Games starting in late July and culminating with the closing ceremony of the latter event on the 9th September. And, with ‘the focus of the media and the attention of the entire world’ (Sӧderman & Dolles, 2009, 2) the Olympics Games is, as the International Olympic Committee say:

‘… One of the most effective international marketing platforms in the world, reaching billions of people in over 200 countries and territories throughout the world.

Support from the business community is crucial to the staging of the Games and the operations of every organisation within the Olympic Movement.

Revenue generated by commercial partnerships accounts for more than 40% of Olympic revenues and partners provide vital technical services and product support to the whole of the Olympic Family.

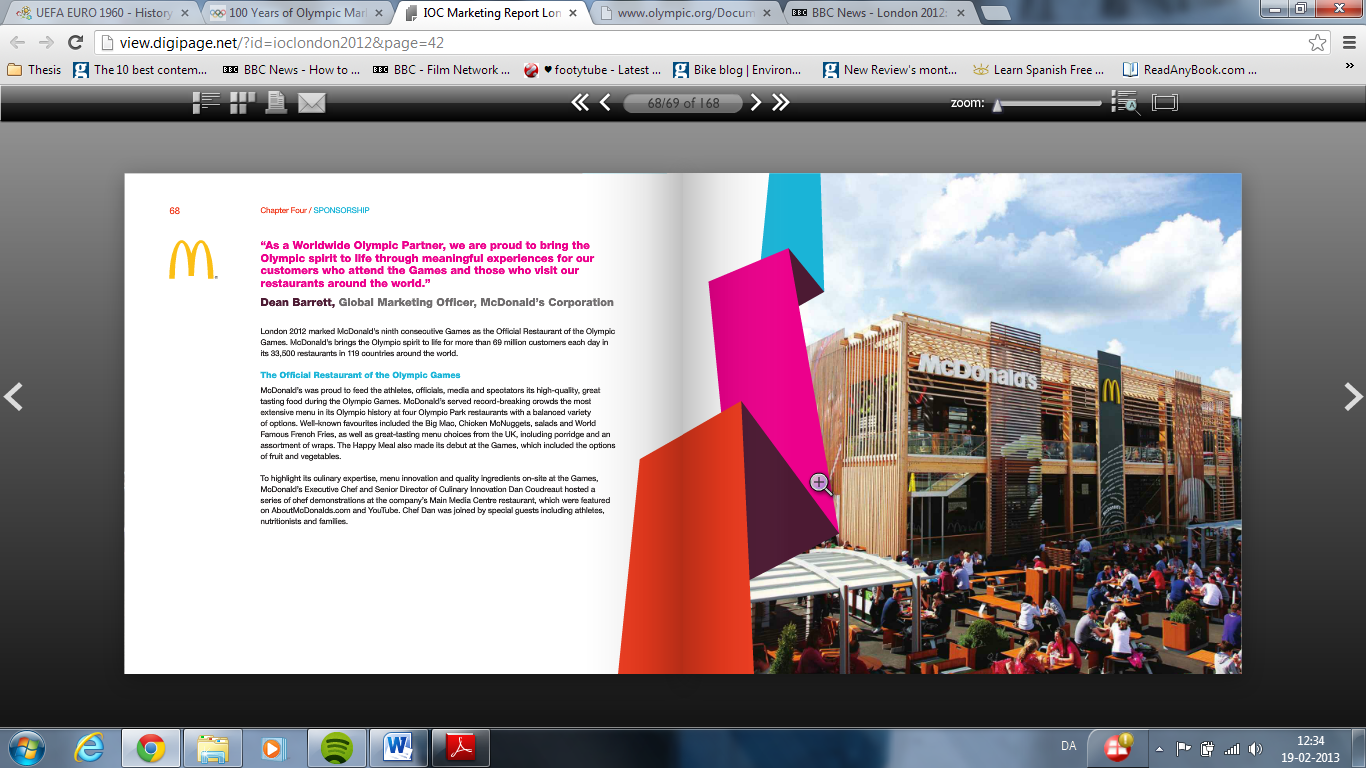
Each level of sponsorship entitles companies to different marketing rights in various regions, category exclusivity and the use of designated Olympic images and marks’ (OS 4).

The Olympic Programme (TOP) that this refers to was introduced for the 1988 Olympic Games in Seoul, and continues to concentrate on categories of businesses with products and services that can be marketed on a worldwide scale. A limitation of sponsorship partners means that the individual sponsors hold more value (Louw, 60, 2012; IOC, 2012; OS 4). As Louw says this changed the emphasis of the Games and has provided a ‘model for modern mega-event commercial rights exploitation also beyond the Olympic Games’ (Louw, 59).

Echoing the trends evident from the figures associated with EURO 2012, London 2012 broke records in terms of global audience reaching a staggering 3.6 billion people in 220 countries and territories with the broadcast coverage being more than ever before. The marketing of the event was also deemed a success providing essential financial, technical and expert support for the preparation and implementation of the Games (OS 5).

The deeper commercialised aspects of the Games could be seen during the torch-relay which went the length and breadth of Britain - culminating with the lighting of the Olympic flame in the opening ceremony - and meant that ‘anyone lining the route [had] to wait as a veritable cavalcade of vehicles - with the relay's three sponsors Coca-Cola, Lloyds TSB and Samsung shouting over speakers and handing out flags – trundle[d] by before the torch bearer eventually [came] along’ (OS 6).

Some have questioned the Worldwide Olympic Partners themselves with McDonald’s and Coca-Cola’s presence being questioned in terms of the disparity with the products they sell and the essence of the Games (Ibid.).

 Picture 2.Source: IOC Marketing Report London 2012, 68

The world’s largest McDonald’s restaurant was situated in the Olympic Park. Although a temporary structure it was able to seat 1,500 people (Ibid.).

With a connection with and reliance upon sponsorship since the inception of the modern Olympic Games (OS 7), and a contemporary model that sets the standard and laid the foundation for mega-event external funding and support the world-over (Louw, 59) the Olympics highlight the importance that sponsorship has in today’s society. Although criticism and controversy regarding the nature of some of the sponsors of the Games exist, without it these events would simply not be able to take place. For a thorough breakdown of the history of marketing at the Olympic Games please see Appendix 5.

Newcastle United and the Wonga Deal

When Newcastle United announced, in October 2012, a shirt sponsorship deal worth £24m affective from the 2013/2014 season with the high interest short term “payday” loans company Wonga there was a huge backlash, and it was shown that clubs should be careful about going for the highest bidder. Members of Parliament (MPs), anti-debt campaigners and fans reacted with horror that a company described as ‘legal loan sharks’ by the MP Stella Creasy could sign a deal with a team in an area with the highest insolvency rate in England (OS 8).

The club went on the defensive and highlighted how such an amount of money would benefit the club in terms of development of the longevity of the team, the community and the fans. The most significant action they took was when it came to the team’s stadium. They brought the naming rights and proceeded to give the stadium it’s original name back which had been replaced to much anger and consternation with the name of the owners company a few seasons before. So instead of it becoming the Wonga Stadium as many people feared, it once again became known as St. James’ Park; a name entrenched in the history of the club, and with this act of PR much of the anger dissipated (OS 9).

This deal may make some fans uncomfortable and raise questions of standards, practices and potential limitations of certain types of companies as appropriate sponsors in the future.

Ultimately though, the amount of money involved and the strategies and statements the club released may just be enough for the noise of the dissenters to be drowned out by the crowd at the newly re-named St. James’ Park.



Kieran Richardson of Sunderland FC showing their new sponsor *Invest in Africa*, a not-for-profit group set up by Tullow Oilwhich signalled a £19Million increase on the previous season’s deal with Tombola, an online bingo site .This season has seen a 25% increase in shirt sponsorship income across the league showing the continuing marketing appeal of the league despite general economic uncertainty (OS 10 & OS 11).

Picture 3. Source:OS 11

Lance Armstrong and Oscar Pistorius

Celebrity endorsements have a long association with sport sponsorship and can help a sponsor’s image and connection with fans (Lagae, 134-136,2005). However this can have the opposite effect and it is up to the sponsor to be seen to react as to limit this damage.

Although it is out of the remit of this paper in terms of the research question it would be remiss not to refer to two recent high profile cases in terms of the negative aspects of this dimension of sports sponsorship.

After the release of the United States Anti-Doping Agency (Usada) report with evidence of systematic and long-time doping by Lance Armstrong it became an increasingly difficult situation for his various sponsors.

The position became untenable and within a short time, not only was he stripped of titles dating back fourteen years including seven Tour de France titles, his endorsements were terminated as well (OS 12). This shed light on the vast array of personal sponsorships open to high-profile athletes and the lengths companies go to be associated with them regardless of their own products ‘fit’ with the sport they partake in. Although the most high profile was Nike who claim to have been ‘misled’ (OS 13, OS 14)others included the American home electronics chain Radio Shack and the brewers of Budweiser beer, Anheuser-Busch (OS 15).

Nike was again the victim of a damaging connection with a celebrity sportsman recently, namely Oscar Pistorius. He was arrested for shooting and killing his girlfriend whilst she was locked in the bathroom which he maintains was a tragic accident as he thought she was an intruder.

Nike acted quickly and suspended their agreement and stated that they would ‘continue to monitor the situation closely’ (OS 16). However these events have led some to suggest that the creation of sports stars ‘into bite-sized chunks of commercialism’ (OS 17)may not be a viable option in the future (Ibid.).



Although pulled in the aftermath of Pistorius’ arrest, this now highly inapropriate Nike poster highlights the inherent risks of celebrity endorsement.

Picture 4. Source: OS 18

The Decline of Advertising, a Continued Lack of Understanding and What About the Little Guy?

With the decline in appeal and reach of advertisements (Lee, 2010; Nufer & Bϋhler, 2010; Maher et al., 2006; Cornwell et al., 2001; Quester & Thompson, 2001) sponsorship is increasingly dominant in research and in the consideration of marketing communications by companies (Ibid.) Sponsorship tends to be dominated by big business (Fortunato & Richards, 2007; Croft, 2006) at the large events but, as the opening story illustrated there is still place for smaller companies or ‘the little guy’.

With the elements discussed in the previous paragraph it may be time for sponsorship, with the right preparation , organisation and strategies – something this paper will also attempt to address - to be considered as something that is more akin to advertising, or, at least having the same aims as such in terms of being able to ultimately increase sales.

In addition, this paper will seek to aid the reader’s understanding of some of the elements of sports sponsorship; an area which, in wider academic circles, is apparently lacking (Breuer & Rumpf, 2011; Sӧderman & Dolles, 2010; Cornwell, 2008; Spais & Fillis, 2008; O’ Reilly et al., 2007).

The Task in Hand

If a micro, small or medium enterprise (SME) (Defined below) wanted to expand their marketing strategy to include venturing into a sports sponsorship agreement with a local team what would the chances of it being deemed a success and how would they go about it?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Company category** | **Employees** | **Turnover** | or | | **Balance sheet total**  The main factors determining whether a company is an SME are:   1. **number of employees** and 2. either **turnover** or **balance sheet total**.   (Source: OS 19) |
| Medium-sized | < 250 | ≤ € 50 m | | ≤ € 43 m | |
| Small | < 50 | ≤ € 10 m | | ≤ € 10 m | |
| Micro | < 10 | ≤ € 2 m | | ≤ € 2 m | |

Table 1.Source: OS 19

As in the aforementioned cases in Greek local football is it purely down to having a news-worthy sponsor that attracts the attention of others and therefore adds weight to the arrangement or are other factors in play? Utilising the theory mentioned above in the first section and 19 qualitative individual interviews with undergraduate and graduate masters students this paper will seek to examine how a SME should enter into such an agreement and what ways this can be as mutually beneficial for them and the team with an ultimate aim of increasing sales.

Research Question

So without much further ado here is the research question:

What are the factors that could determine a successful sponsorship agreement between a small or medium enterprise (SME) and a local sports team with the ultimate aim of improving sales?

Theory

Following a short review of contemporary sponsorship trends (both in general and sport related) the objectives of it as highlighted by Lee (2010), Lagae (2005) and Pope (1998) will be shown. Using these as a foundation a theoretical review detailing these will be provided. Following this, additional theory will be presented for consideration and evaluated in terms of the research question. From here the points of interest that will be analysed will be revealed.

Sponsorship

Despite the negative view of the global economy it seems that the global sponsorship market is bucking this trend. As the table below shows, from 2009 there has been a year-on-year increase not only in overall spending globally but also regionally as well. This is for sponsorship in general, but such expenditure increases are also evident within sport sponsorship and are predicted to grow worldwide by a further 5.3% by 2015 (Changing the Game Outlook for the Global Sports Market to 2015, PWC, 2011; The Annual Sponsorship Business Survey 2012, IFM).

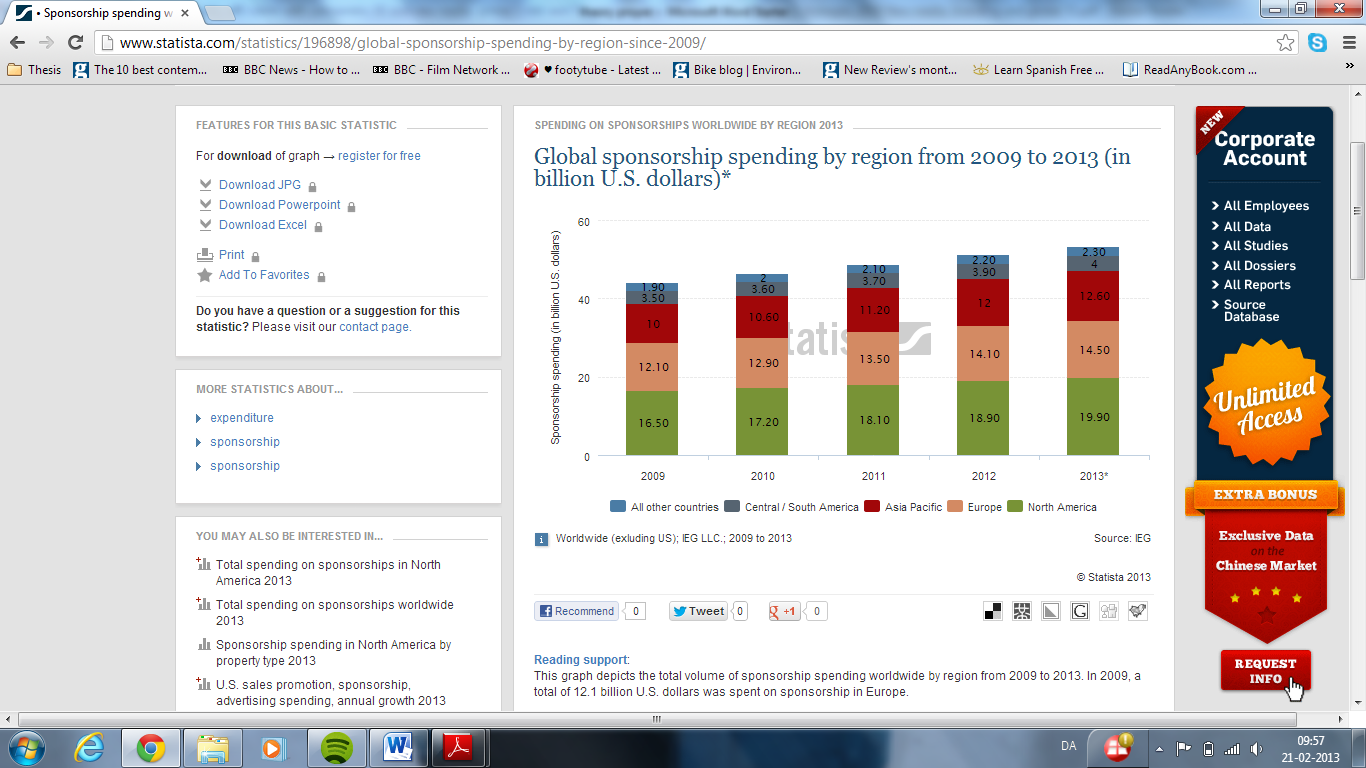


Table 2.Source: OS 20

In general terms sponsorship is ‘a business agreement between two parties. The sponsor provides money, goods, services or know-how. In exchange, the sponsored party (sponsee)… offers rights and associations that the sponsor utilises commercially’ (Lagae, 35, 2005) and has gained increasing influence in the marketing communications mix and is leaving its traditional image of social philanthropy behind (Nufer & Bϋller, 2, 2010; O’ Reilly et al., 2, 2007; Lagae, Ibid.)

With traditional advertising diminishing in popularity and reach and suffering from negativity from consumers (Nufer & Bϋller, Ibid.; Lacey et al.,1, 2010) and with it being ‘seen as inexpensive and … more accepted by the public [as] it is more indirect and builds public goodwill’ (Maher et al., 2, 2006) sponsorship’s position in the strategies of companies is expanding. The unique ability of the connection between sponsor and sponsee to be publicised and marketed further strengthens the role of sponsorship (O’Leary et al, 3).

Whilst the position of sponsorship is strong and expenditure increasing within this field, sports sponsorship is by far the most dominant. It is predicted that in the course of this year sports will make up 69% of the North American sponsorship market (see figure 1) with the global figure having been roughly between 50 and 70% (Lagae, 39) as of 2006 this suggests that the trend continues.

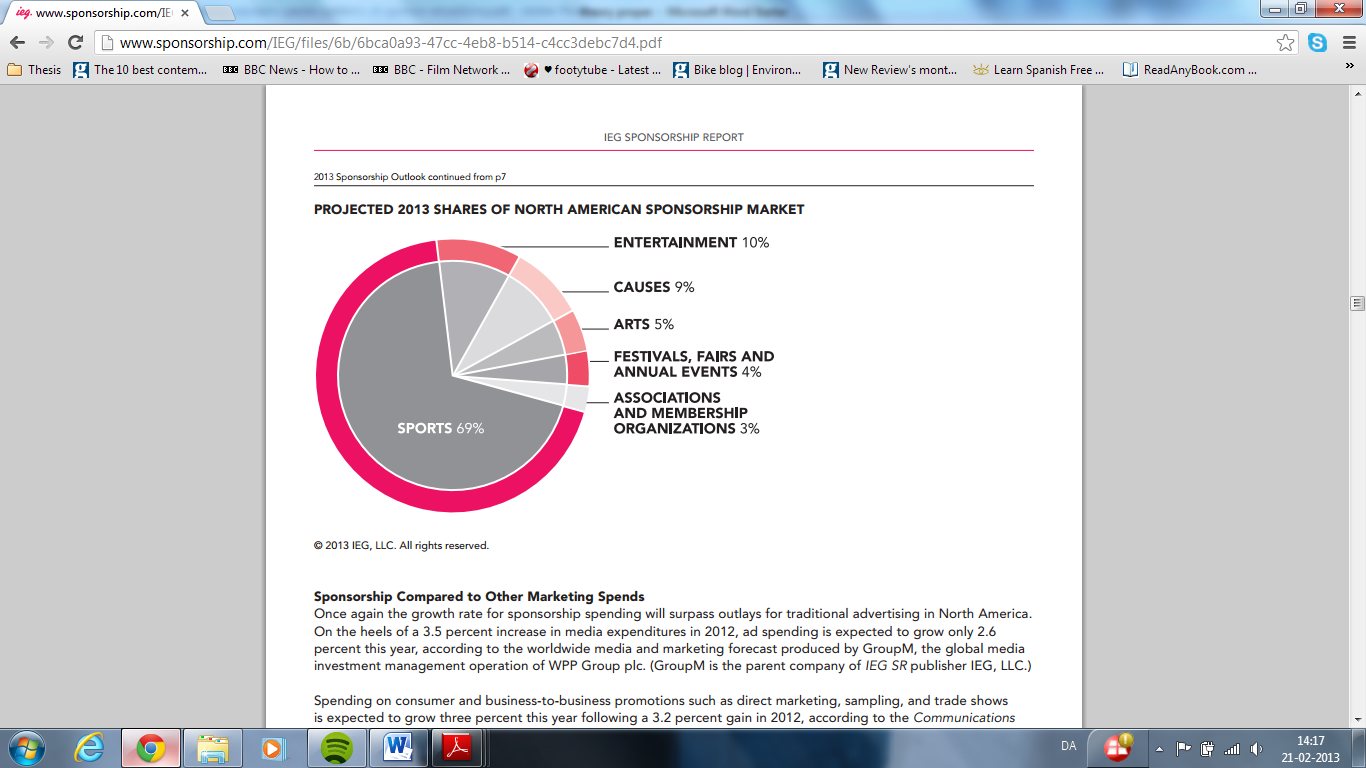


Figure 1. Source: IEG Sponsorship Report, 7, 2013

Sports sponsorship is based on a mutually supportive and/or financially-beneficial deal where the sponsor and sponsee are contractually bound whereby they seek to create a connection between some, or all of the sponsor’s products, brands and image and the sponsee’s assets. This allows the sponsor the right to promote this connection and may also include the allowance for additional advantages connected with the playing of sport both directly and indirectly (Lagae, Ibid.). The right for a company to display their logo or brand name across the stadium on billboards – both static and moving – and the shirts of the sponsee’s team are also included in this (Ibid.).

Objectives of Sponsorship

Academic and theoretical work provides a number of goals of sponsorship both for sport and generally. Breuer and Rumpf (2011) claim that its main functions lie in brand, and existing buying behaviour reinforcement. Whereas Pope (1998) classifies it into four groups of objectives which include: corporate, marketing, media and personal.

Using these as a foundation Lee (2010), expanded on these and provides a thorough overview using various sources, and states that corporate objectives included brand awareness ‘the likelihood that a brand will be recalled’ (Ibid., 90) and brand image - how consumers view it - strategies. This is further examined by Pope, et al, (2009). Marketing objectives include the positioning of the brand against competitors, satisfactorily making contact with and improving consumer relations and sales increase. The aims of the media part are highlighted as the most important due to immense strength it has to reach the masses as a means of portraying the sponsor thereby improving interaction and the personal aspect was covered by the acknowledgement that a head of a company’s interest in a particular sport can influence on them committing to a sponsorship agreement (Lee, 91).

Lagae, in his book *Sports Sponsorship and Marketing Communication – A European Perspective* (2005), is more succinct in outlining what he considers the marketing communication goals of sports sponsorship to be. Although he does cover most of the elements highlighted previously he presents them under the headings cognitive and affective goals and behavioural aims and with slight variation and emphasis (44). He dismisses the aforementioned personal aspect although he does acknowledge that it does ’occur in the ”old sport” sponsoring culture’ (Ibid). Although its position in sponsorship agreements cannot be ruled out, this will be dismissed as well as a legitimate objective in terms of the research question.

The cognitive heading is important due to the nature of sponsorship and how it is often presented in terms of being limited to the brand name or logo. Lagae states: ’therefore, sports sponsorship acts first and foremost on cognitive goals’ (Ibid.). The two most important things for him that fall under this are to *increase* brand awareness and making a clear message for the brand to be interpreted correctly.

The nature of sponsorship – it is both indirect and implicit (Ibid) – means they should aim to be effective i.e. affective goals, this can come in the form of support and an evolution of the image of the brand and can also be for optimising the brand experience (Ibid.).

The behavioural aims are in relation to the consumer and have an increase in brand loyalty as the first with an augmentation of sales and further support of these as the second. Giving an example, through a case study of the launch of Coca-Cola’s sport drink *Aquarius* in Belgium*,* Lagae illustrates the processes involved and illustrates that both are connected and can be achieved through a thorough long-term campaign involving targeted events, innovative stand-out marketing and sampling at these and eventual product development and evolution (Ibid., 206-213).

The author admits that this far from an exhaustive list and states that the motivation behind sport sponsorship can be highly varied and is dependent on the aims of the marketing communication of the company in terms of consumer reach and even which sport and/or type of sports team should be chosen to sponsor (44).

A vast body of research covers these and an overview of this follows. For clarification the table below highlights aims of sponsorship covered by each author and the headings they put them under. The numbers in brackets show the order that they will be covered but have no reference to its level of importance.

|  |  |
| --- | --- |
| Lee | Lagae |
| Corporate Objectives:  Brand Awareness (1)  Brand Image (2) | Cognitive goals:  Brand Awareness (1)  Clarify brand message (5) |
| Marketing Objectives:  Position of brand (5)  Consumer relations/loyalty (4)  Increase in sales (3) | Affective goals:  Support i.e. consumer relations/loyalty (4)  Improvement of brand image (2)  Improvement brand experience/interaction (5) |
| Media Objectives:  Portraying sponsor/experience/interaction (5) | Behavioural aims:  Increase brand loyalty / support (4)  Increase in sales (3) |

Table 3. Lee’s and Lagae’s sponsorship aims and headings

Brand Awareness

O’Reilly et al (2005) examined the perceptions of consumers to sponsors via a longitudinal analysis of the 1998 and 2004 Super Bowls, and found that while overall interest in this mega-event was falling the awareness of sponsors associated with the event were not changing.

The Australian Formula One Grand Prix was the basis for Quester’s (1997) research as she examined over three years (1991-1993) what factors positively influenced the recognition of sponsors, as she stated: ‘there must be at least recognition that a company is involved as a sponsor by its targeted market if any commercial return is to be generated from sponsorship’ (102). Her findings were varied but, it seems naming rights of certain areas can have a positive effect on awareness although she suggests a cautious approach and an expectation of additional communicative tools.

Brand Image

Formula One was again the focus of another study into how consumers perceived the image of a company through their sponsoring activities in the medium and long-term in a study by Pope et al. (2008). Over the course of various races in a season respondents - who were recruited at petrol stations and divided into three groups to provide control aspects – were asked of their feelings about teams with some shown sponsor-related stimuli. The authors found that those who had been presented with sponsorship stimulus showed a positive feeling towards the image of the sponsor. Their analysis also showed that perception of this image ‘remained elevated regardless of winning or losing as long as the group were informed of the results’ (10).

As an extension to this Meenaghan and Shipley (1999) conclude that an association with a ‘particular category of sponsorship’ (343) can have a positive impact on the value of a brand’s image and should be considered if this is a desired aim of a strategy.

A note of caution was presented by them, however, as they also concluded that in the pursuit of image accentuation through sponsorship the way it is delivered and to what degree of intensity is fundamental to the achieving its goals. If the campaign is somewhat overbearing in the minds of consumers a tendency to think of it as more like advertising could ensue and therefore any improvement in the image or standing of the sponsor could be lost.

Spais and Filis (2008) examined stock market reaction in light of the announcement of a sponsorship agreement between the car manufacturer Fiat and the Italian football club Juventus. After investigating 123 daily stock prices it showed contrasting fortunes for either party. Indeed, their results suggest that whilst this announcement had a positive effect on Fiat, this new collaboration negatively influenced Juventus’ stock value.

Although the authors state as their intention that this was a way to investigate the power balance between sponsor and sponsee, it can still be considered under the category of how image is perceived. Stock market prices are volatile as a result of being perception based, and, as such this announcement can be said to have had a positive effect on Fiat’s image hence the rise in stock and a negative one on Juventus based on their stock price devaluation.

Increase in Sales

Cornwell et al (2001) utilised motor racing again in their study; the Indianpolis 500. As the name suggests it is a 500 mile race and ’is the largest one-day sporting event in the world, with an annual attendance of about 400,000 people and a worldwide media audience’ (20) with a rich and long history dating back to 1911 and a substantial prize (Ibid.) and has been referred to as ’the Greatest Spectacle in Racing’ (Ibid.).

They concluded that whilst sponsorship agreements can give value and improve sales this was positively related to the ’fit’ or congruence of the sponsors to the actual event. Sponsors that had refreshment-related products felt less of an impact to their sales levels than did, for example car oil or tyre sponsors.

The 2008 Beijing Olymipc Games were the focus for Sӧderman and Dolles (2010) who examined Chinese newspapers and official website and collected 492 advertisements, articles and press releases relating to the sponsors of the Games from 2001-2007(Ibid). In relation to sales increase they found that it was existing customers that found the association with the Olympics as positive and gave them further reasons to buy products from the sponsoring company. Potential customers were found to be influenced in terms of awareness.

They found that among TOP (see introduction) sponsors an increase in sales was a high priority and was further emphasised by them citing an interview with the General Manager of Coca-Cola (China) Beverage Olympics Project who stated that of three objectives an increase in sales was top of the list. (Ibid., 18)

Consumer Loyalty/Consumer Relations/Support

The 2007 Tour de Georgia (TDG), a 667 mile cycling race over seven days and covering twelve cities with associated festivities was the focus of Lacey et al’s (2010) research. Being the highest profile such race in North America that year it attracted over 500,000 spectators from both the United States and other countries and with 50 million people across the world accessing coverage online this can be classed as a significant sporting event.

Upon analysis of 1636 surveys taken during the events surrounding the TDG, the authors found that a combination of the attendee’s prior knowledge of the products of the sponsor and the perception that they are socially responsible - termed as Corporate Social Responsibility or CSR ‘a firm's status and activities related to its perceived societal obligations and interests’(1223) - positively influence their loyalty towards them and therefore this contributes to the success of the sponsorship.

In addition to this for sponsorship to be further optimised it was concluded by Santomier (2008) that an integrated communications strategy was paramount in improving the reach to consumers and therefore realising the sponsorship potential. He highlighted the importance of including new media in this as this meant that more people could be reached as it was not geographically restricted and also allowed for online campaigns connected with the sponsorship which would be in place after the event and is cost-effective.

He states that a sport connection builds trust quicker as potential consumers already have a reserve of good will towards it and therefore allows for sponsors to be able to communicate and interact with them quicker. A multi-media approach to a campaign, using both the traditional and new can help to facilitate this further. The potential for technological sponsors to provide both sponsorship and the platforms to engage with them allowing them an even stronger foundation was also a point of interest.

Position of Brand

An extensive communication strategy also plays a significant role in achieving strong positioning of the brand of the sponsor as concluded by Fahy et al (2004). Using a resource-based view to develop what they term a ’conceptual model of the sponsorship – competitive advantage relationship’ they state that ’it is essential that sponsoring investments be carefully managed’ (2) and that various organisational resources are used to underpin the financial outlay as this has been shown to give an advantage over competitors in both the sponsorship arena and marketplace.

Amis et al (1999) although initially presenting findings from a literature review added depth to their study by interviewing 28 Canadian-based decision-making managers of national or multi-national companies involved in the implementation of a sports sponsorship strategy (both within and beyond the country). They found that whilst the superior allocation or resources aided the sponsorship as Fahy et al (2004) conclude it is also necessary to sustain it over time. As they state: ‘Those firms which regarded their sponsorship agreements as successful achieved this by making a long-standing commitment to whatever was being sponsored and incorporating it into their strategic thinking’ (Amis et al., 265). With a detailed and inclusive long-term strategy the ability to evolve and improve the value of the agreement becomes easier and presents advantages to ‘perceived customer value’, ‘competitor differentiation’ and ‘extendibility’.

This was also echoed in the aforementioned work of Meenaghan and Shipley (1999)

Summary of Previous Section

Awareness: It was shown by O’Reilly et al (2005) that awareness of sponsors can remain relatively constant despite a fall in interest in the sponsored event. Quester (1997) showed that particularly specific naming rights can have a positive effect on sponsor awareness but this had to come with the expectation to use additional methods to compliment these.

Image: The studies covered showed that sponsorship can generate positive feelings towards the sponsor and this was seemingly irrespective of results if these results were known (Pope et al., 2008) and, if this is an aim of the overall strategy the particular category of the sponsorship should be examined but it must be clear that it is indeed sponsorship rather than advertising as this can be negatively adverse (Meenaghan & Shipley, 1999). It was also revealed that the sponsor when entering into an agreement and publicising it can enjoy superior market performance, although this is not necessarily the case for the sponsee (Spais & Filis, 2008). In regards to the potential sponsee, in terms of the research question i.e. a local sports club, this should be considered in the initial development of any potential agreement.

Increase in Sales: The fit or congruence of sponsor and sponsee was shown to be important with a view to increasing sales. While there was a generally positive connection this was more pronounced when sponsor’s products had a closer and more usable link to the event (Cornwell et al., 2001). Existing customers of the sponsor were more likely to see the connection of an agreement as a further reason to purchase products and the overall importance of sales increase was also highlighted (Sӧderman and Dolles, 2010)

Consumer Loyalty/Consumer Relations/Support: Prior knowledge and the sponsor’s perceived level of CSR were seen to have a positive effect on the loyalty of consumers and a presence at an event augmented the relationship further (Lacey et al., 2010).

As an extension of what Quester (1997) suggested, a thorough and connected communication strategy with an inclusion of new media outlets was essential as this improved both loyalty and the relationship with consumers and also enabled support to be provided. A connection with sport could be beneficial as it utilised existing goodwill and meant that fans could potentially react quicker towards the sponsor. In addition to this technological companies that became sponsors could enjoy superior benefits as both sponsor and facilitators of the new media platforms. The overall cited benefits of all these examples included cost-effectivity, reach and improved longevity of campaigns (Santomier, 2008).

Position of Brand: To establish and cement the position of the sponsor a long-term thorough, well-managed and resource-supported communications campaign is necessary. This also provided added value over time which further strengthens it and allows for easier development and evolution of the agreement (Fahy et al., 2004; Amis et al., 1999; Meenaghan & Shipley, 1999).

Despite much of the research being based on large and mega-event sponsorship, it can be argued that the findings can still be relevant to a sponsorship agreement between a SME and local sports team.

In conclusion, it is clear that a strong communications strategy is important and must form the basis of any contemporary arrangement that wants to be successful. It is important to clarify the desired aims of this agreement for both parties in the organisational stage of such and the wishes of both must be acknowledged. Strategies must be put in place to make the agreement as mutually beneficial as possible as was shown, this may not always be the case with the sponsor seemingly enjoying superior advantages.

Such a strategy has advantages in terms of creating a structure that allows potential consumers to build a relationship with the sponsor which in terms of the research question may not have previous knowledge of them. By improvements in awareness, a strengthening of the image of the sponsor and its position in potential consumer’s minds will ensue. Through the sponsorship agreement positive feelings should be generated towards the sponsor and loyalties develop creating the opportunity for the sponsor to gain more customers.

An increase in sales can occur through sponsorship and this must be considered as the ultimate and achievable objective of a sponsorship agreement but for this to occur it must be understood that patience, management and a long-term strategy is essential for this to be achieved.

Additional Theory Examined: Memory and Ambush Marketing

Whilst this theoretical overview provides a solid foundation to the overall objectives an examination of theories surrounding other aspects of sponsorship will be illustrated and examined as to see if they hold relevance and should be considered in terms of the research question.

The role that memory plays in response to sponsorship and attitudes towards ambush marketing will be covered.

Memory Functions and its Role in Sponsorship

The cognitive element referred to previously has been used as a base for much contemporary research and in terms of how we as consumers respond to sponsorship and brands – on a basic level often the only reference to the sponsorship agreement is through exposure to a brand’s logos.

Referred to as information processing by Hansen & Hansen (2001) and highlighting the different functions of this in terms of central and peripheral stimuli this method was originally used in the testing of advertising in terms of recall and ‘other ad-effect measures’ (3). They suggest that emotion (a significant factor in sport) plays a role in terms of providing an additional influence on potential results and potential purchase patterns. As Du Plessis says: ‘Emotion plays a critical role in guiding our instinctive reaction to events around us. … [We are] constantly referencing existing memories … [and it is] the emotional properties of those memories that determine whether we pay attention or not, and how much attention we pay’ (xii).

Hansen & Hansen highlight various models of information processing that have been devised through prior research but suggest that ‘the most extensive and the most influential is the “Elaboration Likelihood Model (ELM)” proposed by Petty and Cacioppo (1983 and 1986)’ (3) that provides an illustration as to the contrast between the two aforementioned stimuli.

Developments in psychological research, of which is out of the remit of this paper laid the foundation for this, in terms of theorising the role the different parts of the brain have on responses to advertising and the ELM model was used as a foundation by Hansen (1997) for his elaboration likelihood advertising model (ELAM). This suggested that whilst the central route had similarities with established processing models of information the peripheral processing part was somewhat less developed. This meant that it took the form of traces that if stimulated at the point of potential purchase and connections with the advertised brand could be created it could lead to and influence consumer behaviour in terms of the product. Figure 1shows the ELAM Model.

The mind plays a significant role in our relationship to brands and it is important to understand this in terms of how this can relate to sponsorship.

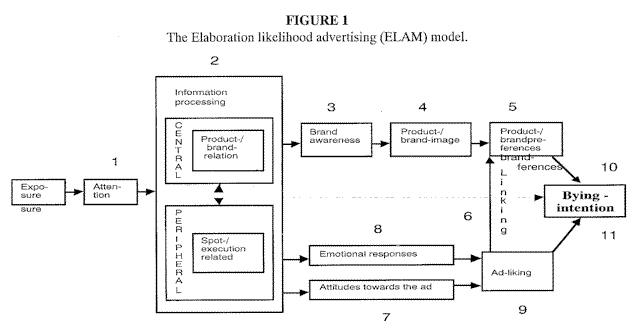


Figure 1.Source: OS 21

The human brain is ‘in fact a collection of neurons that pass information between themselves in the form of neurotransmitters’ (Franzen & Bouwman, 129, 2001). With an accumulation of neurons based on sensory stimulation and things of interest these form into information units (nodes) that provide a quick point of reference when confronted by outside stimuli (Ibid.).

In other words, if a brand that has strong links with football Carlsberg, for example, who have had an international presence at football tournaments since 1988 (Carlsberg Group) then the nodes that have developed in some consumer’s minds as a result of this will allow them to ‘access’ Carlsberg quicker when thinking about what beers to buy whilst watching a match, and it could influence purchasing behaviour (Wakefield & Bennett, 2010; Franzen & Bouwman, 130). This foundation of nodes is therefore very important for companies to establish and sponsorship and associated events have as part of their aim as previously mentioned.

With the heightened position it enjoys as part of the marketing mix a marked interest in this area of study has ensued, traditionally enjoyed by research into and documentation of advertising (examples of which: Boeck, 2004; East, 2003; Ambler & Burne, 1999; Pham & Vanhuele, 1997). As a result of this, the importance of how the memory processes and influences the way we act is of importance in regards to sponsorship research. In line with this there has been a shift to deeper analysis of agreements in relation to its results and the financial outlay – an area previously underrated (Olson & Thjømøe, 2009) – and this can be seen to have influenced research.

Whilst the role of memory and the activation of nodes are obviously important in regards to the sponsorship function, in terms of the research question it may not be relevant. If an SME came into an agreement with a local sports team it could be the case that some of those involved with the club may know of the company, but any deep level of relationship and therefore nodes of information available for retrieval could be considered as coincidental and it is unlikely to be widespread. Therefore, the associated strategy would be needed to develop such memory traces. Theory based on memory function will therefore not be analysed further.

Ambush Marketing

As the name suggests this is the practice of a non-sponsoring company to ‘ride on’ or ambush an event for associated sponsorship gains without the financial outlay and in turn take away some of the effect away from the actual sponsors. This is a practice that has gained increasing academic attention and has raised questions as to its morality, strategies and ways to counter them and if indeed it is a worthwhile practice at all.

Meenaghan (1994) recognised its emerging influence and gave examples including companies that were non-Olympic sponsors using suggestive imagery in their advertising to coincide with the event (82) suggesting a connection and thus being afforded the goodwill of consumers who may think they are indeed an Olympic sponsor and potentially reaping the rewards of such.

In regards as to its potential for success he presented - among other things - evidence of official sponsor confusion surrounding the 1990 football World Cup (82-83) but acknowledged that the measurement of such was complicated by the ambusher not wishing to announce its techniques as some might see it as immoral and damage any potential success and the sponsor of the event could find it hard to admit to being the victim of such a strategy (82).

He lists methods to counter such strategies including putting pressure on the event-owners to protect the sponsor’s interests and seeking legal action (84) but ultimately concludes that potentially the moral aspects ‘lie in the eye of the beholder’ (85) and that the context, creativity and methods may prove to be the deciding factor.

In a later article by the same author (1996) whilst covering similar points he concluded that with the rise and dominance of exclusive and expensive sponsorship programmes the power and appeal of ambush marketing was set to continue.

An interesting episode was highlighted in Pitt et al’s (2010) study of ambush marketing at the 2008 Beijing Olympics. The ‘Li Ning effect’ refers to the prominent Chinese athlete, Li Ning, who lit the Olympic flame in the stadium at the opening ceremony. Since retiring Li Ning had developed and established a successful sports-clothing and shoe company products of which he wore on that day. Through their research it was concluded that as a result of this ambush his act contributed to consumers thinking that it was indeed his company that was the official sponsors in the footwear category and not the actual one Adidas. Hence: the ‘Li Ning effect’. Such a significant disparity was not discovered in the other three areas they examined: airlines, beers and credit cards.

According to them this illustrates ‘the persistent effectiveness of ambush marketing’ (288) and noted that for a minimal financial outlay compared to Adidas for example, the returns were substantial.

The ethical aspect of this practice was an additional aspect of the aforementioned longitudinal analysis of two Super Bowls by O’ Reilly et al (2005). They found that between the events of 1998 and 2004 consumers showed an increasing acceptance of ambush marketing, and suggested that to counter this, it may be better for potential sponsors to seek out lower-profile events as this could be more relevant to consumers and the ability to implement a more specific and complimentary campaign.

Ambush marketing provides a cheap alternative to sponsorship and it has been shown to be successful in some categories. However it is not completely free of charge as it requires organisation and planning to deliver effectively where the event must also be taken into consideration. It is also a high-risk strategy as the moral aspect of it may undo any progress made. The deemed success has often been associated with mega events and this may be a reaction to the protective atmosphere afforded to sponsors as Meenaghan (1996) suggests.

In the sense of an SME weighing it up as an option it would seem that to follow the advice given by O’ Reilly et al (2005). This would seem to be the best course of action as this provides a stronger foundation for the sponsorship strategy and therefore improves the potential for success without any moralistic fall-out.

Things to Analyse Further

Despite the findings, as the majority of these studies have a big-event bias it is still necessary to investigate further into some of these aspects to better understand the individual response to sponsorship. In this way this will be taken from two stand points: one from the side of the sponsor and the other from that of the consumer.

In terms of the latter how and why a consumer would choose to interact with a sponsor and the same way how a feeling of loyalty develops. In terms of the sponsor; how their image can be effected and with what methods and perhaps most important of all the congruence between them and the team they will sponsor. This was shown by Cornwell et al (2001) to be a factor and it is necessary to look deeper into this as the chances of an SME being seen to have a congruent product with a sports team may not be that high. It will be interesting to see if, in the time since their study (2001) where the global sports sponsorship market has shown an expenditure increase every year (PWC, IFM, OS 20), if there has been a shift in this feeling amongst potential consumers and if this could have ramifications in regards to the research question.

To clarify in table form:

|  |  |
| --- | --- |
| Sponsor | Potential Consumer |
| Image: How this can be effected and with what methods. | Interaction: Tendencies into how and why this can happen. |
| Congruence: Is congruence necessary for sponsor and sponsee for partnership to work? | Loyalty: Tendencies of how and why this develops. |

Table 4. The elements of sponsorship to be investigated further.

Methodology

After establishing the epistemological position, the chosen methodological approach will be presented and aim to be justified. From here the strategy used to aid in the answering of the research question will be explained. To conclude this section, concerns of such an approach will be revealed.

Ontology and Epistemology

My epistemological position is that of an interpretivist and it is my belief that ‘a strategy is required that respects the differences between people … and therefore requires the social scientist to grasp the subjective meaning of social action’ (Bryman, 16, 2008) and ‘frequently results in an interest in the representation of social phenomena (20). My ontological position is that of a constructionist as this builds on interpretism and ‘asserts that social phenomena and their meanings are continually being accomplished by social actors. It implies that [these] are not only produced through social interaction but they are in a constant state of revision’ (19). It should also be noted that this also includes ‘the notion that researchers’ own accounts of the social world are constructions…. [And] knowledge is viewed as indeterminate’ (Ibid.)

The social phenomenon under examination is that of sport sponsorship and sponsorship more generally. In this sense, it is the individuals that construct their own meaning of this concept.

The Qualitative Method

A qualitative method was chosen ‘because the details provide an account of the context within which people’s behaviour takes place. … [and] are often full of detailed information about the social worlds being examined’ (387) in this case the social world being examined is that of sponsorship and ‘that we cannot understand the behaviour of members of a social group other than in terms of the specific environment in which they operate’ (Ibid.) The social group in this context is that of the respondents.

Such a method is also seen to be conducive in terms of the generation of theory in this case the ultimate goal being that of establishing a conceptual theoretical framework of factors that would optimise a sponsorship programme between a small to medium enterprise (SME) and a local sports club. The qualitative approach to research has ‘an emphasis on how individuals interpret their social world; and embodies a view of social reality as a constantly shifting emergent property of individual’s creation’ (22) and will provide a strong foundation for the analysis of the individual respondents view of sports sponsorship and sponsorship generally to benefit the ultimate goal of this thesis.

Methodological Strategy

The method of research that was adopted was having built up a theoretical foundation outlined previously I conducted a number of individual qualitative interviews to add depth and hopefully aid further in satisfactorily answering the research question.

I completed a total of twenty interviews, but due to an unforeseen recording error in one of the interviews - meaning that I had only the initial few minutes of the interview consisting of introductory banter - this interview was regrettably lost. Therefore, for the purposes of the analysis I was able to utilise nineteen of the interviews. They were undertaken in English

Eighteen of the respondents were undergraduates on the Culture, Communication and Globalisation (CCG)Masters Programme with three working on their tenth semester thesis, sixteen were on their seventh semester and two were recent graduates. Their ages ranged from 22 to 30 and they came from various countries. A breakdown of this follows:

Denmark = 4 (all males)

Germany = 4 (2 males, 2 females)

Turkey = 1 (female)

Portugal = 2 (1 male, 1 female)

USA = 1 (female)

Romania = 3 (3 females)

Bulgaria = 1 (male)

Netherlands = 1 (female)

Austria = 1 (female)

Faroe Islands = 1 (male)

England = 1 (male)

**Male** = 10 **Female** = 10

As this shows there was an equal split between male and female respondents, but as previously mentioned one interview was unusable -that of a Danish male- so, of usable interviews for the purposes of analysis, there were ten females and nine males.

I initiated contact both personally and, in the case of those undertaking their seventh semester, via their course-dedicated Facebook page (see Example 1). I was a tutor for them so had access to this group and was therefore known to them and felt this was a good way of keeping the group of respondents as homogenous as possible in respect of their age, academic level and area of study interest.

Bottom of Form

The interview process took place at two distinct times. The first three were undertaken shortly after UEFA EURO 2012 had finished and, although I had personal prompts, questions and visual aids, they were relatively informal and the structure of which allowed for deviation and expansion from both me - the interviewer - and the respondents. They were all undertaken on the same day with the first two taking place at the main Aalborg Library whilst the third one was conducted on a bench overlooking the Limfjorden in Aalborg City Centre. All three were recorded for the purposes of later transcription and I also took notes to aid recall at a later date.

The timing of these initial interviews was purposely aimed to coincide with the culmination of this sporting mega- event which was dominated by major brand sponsors. A pre-requisite for the interview was that the respondents had seen at least one whole match during EURO 2012.

I had areas of interest that I wanted to explore and I noted these down before I held the interviews. These were in the form of what could be described as a brainstorming session and were not distinct questions. I used these as prompts for the interviews and asked questions relating to them. In this way the questions for these first three interviews were similar but not identical.

As a result of EURO 2012 there were many instances of promotional material around the city in shops and events -in the form of public viewing of the matches Denmark played - in the central point of Aalborg; Nytorv. I took pictures of these and showed them to the three respondents and asked questions regarding their attitude towards such things covering, among other things, influence on purchase behaviour, interaction with and the significance of them generally. For a sample of these see Pictures 5 and 6. The complete set of these images appears in Appendix 4. I had copies of these on my laptop which I utilised in the Library-based interviews and on my mobile phone which allowed me to show the same material in the open-air third interview.

It is necessary to admit that although I recorded these interviews, I inadvertently deleted them and two other interviews and therefore the only record of these exists in the transcriptions. Transcriptions of the nineteen usable interviews appear in Appendix 3.

Picture 5. KOM SÅ DANMARK (COME ON DENMARK) Seasalt Picture 6. Promotional Coca-Cola ’cooling’ football kits

The second part of the interview process took place in early October 2012. At this point I had designed a question guide covering more specific areas I wanted to investigate which appears in Appendix 1. This meant, although the interviews were still to be informal they would be more definitely structured. I had mentioned in the post that the subject matter would be sport-related and that no previous knowledge was required (Example 1) because I wanted to explore the notion of how much sport and/or sporting events - and therefore exposure to sponsors of these - can be part of people’s lives regardless of an actual and active interest in sport as Louw puts it ‘sport has … very successfully cross[ed] into the realms of popular culture’ (Louw, 3, 2012).

I understand that this meant that I was open to the risk of very little data to analyse from the respondents responses in respect to my research question, but I suspected – and fortunately was proved correct –that this would result in a broad and varying level of interest – low, medium and high -in the subject matter. A deeper explanation of how I came to define the individual respondents’ interest level will be given in the analysis section.

After a number of students had responded to my Facebook request by ‘liking’ it I sent them personal messages and arranged with them the easiest and convenient time as possible for them to attend. These all took place at Aalborg University in the Kroghstræde 3 canteen. These were done over a two day period and I made notes during these interviews to aid recall.

After this stage I had completed fourteen interviews. The final six were arranged through a mixture of personal contact either in person or through private messaging on Facebook. Four of these were held in the Public Library in Aalborg, one was again undertaken in the Kroghstræde 3 canteen on the main University campus and the final interview took place at the respondent’s place of work.

[Tim Cooper](http://www.facebook.com/timcooper1978)

##### Hi guys, hope you're well. Just wondering if any of you would be interested in answering some questions for my thesis. It should take an absolute maximum of an hour and I hope to do it in groups if I can. I would like to interview both women and men and, although sport is the subject matter, no previous knowledge is required. Please 'like' this post and I'll get back to those of you who do. The interviews will be held during the day, hopefully during this week and possibly the following week in a place that's convenient for those taking part and I'll try and sort out some refreshments... Free refreshments! Hope you're having a good weekend, and the course is going well. Hope to hear from some of you soon. Take it easy, and see you on Friday (and hopefully before).

Top of Form

[Like](http://www.facebook.com/groups/277946542320493/permalink/294359730679174/) ·  · Unfollow post · [30 September 2012 at 15:10](http://www.facebook.com/groups/277946542320493/permalink/294359730679174/)

* [Seen by 142](http://www.facebook.com/browse/group_message_viewers?id=294359730679174)

Example 1. The message I posted on the Aalborg University Culture, Communication and Gloablisation 2012 Facebook group page. I have removed the names of those who ‘liked’ the page to protect anonymity of the respondents.

As a way of clarification the questions of the first three interviews were based on prompts from a brainstorming session and the remaining seventeen followed a question scheme. In these latter interviews every respondent was asked every question from the scheme that only I saw. If I discovered that we had missed any, and the subject matter had not been adequately covered previously then these were asked at other optimal points or at the end of the interview.

At the beginning of the interview, after the initial pleasantries, I asked each respondent to look through two official match-day football programmes from home matches of the English Premier League team Tottenham Hotspur. One was from the match versus Blackburn Rovers on the 29th April, 2012 (the 2011/2012 season) and the other was for the Queens Park Rangers match on the 23rd September 2012 (2012/2013 season).The significance of them being from two different seasons meant that a change in kit manufacturer had happened, although the sponsor had remained the same.

After they had finished looking through them at their own pace I put them out of sight in order not to jeopardise answers to related questions at the end of the interview. These aids were not used purely for the purpose of adding interest to the interview however. They offered a good opportunity to see how the respondents responded and acknowledged two different sponsors one with a long-standing relationship to the English Premier League (Barclays) and the other a relatively obscure and highly specialised one within their field; namely Autonomy, the official league shirt sponsor of Tottenham Hotspur. As their website states:

‘Autonomy, an HP company, is a market-leading software company that helps organizations all over the world understand the meaning in information. A pioneer in its industry, Autonomy's unique meaning-based technology is able to make sense of and process unstructured, 'human information,' and draw real business value from that meaning.’ (OS 22)

For more information regarding this sponsorship agreement please refer to Tottenham Hotspur’s official website: <http://www.tottenhamhotspur.com> (OS 23).

Barclays has had connections with the Football League in England, due to sponsorship, going back to the late 1980s as they were ‘seeking a major national sponsorship to increase its public profile. In 1987, following the sudden termination of the sponsorship arrangement with [the] Today newspaper, the English Soccer League became available for sponsorship’ (Meenaghan & Shipley, 10, 1999). In 1992/1993, the top division in English football became known as the Premier League and although, initially having the beer Carling as the Title sponsor from the 1993/1994 season, Barclaycard – the credit card of Barclays - became the Title sponsor of the league from the 2001/2002. Barclays became Title sponsors for the 2004/2005 season and remain so (OS 24).

I aimed to explore this by showing them two separate pages at the end of the interview; one relating to Barclays, whose logo appeared with four other British high street bank logos and the second relating to Autonomy, which appeared with a four other logos which were less connected including images of the different kit manufacturers from both seasons and Carlsberg a beer brand with a long-standing association with football. See Appendix 2 for an example of these.

I asked two questions one relating to each page. One addressed who the main sponsor of the Premier League was and the other who the main shirt sponsor was of Tottenham Hotspur – I clarified with my hand that I meant the logo that appeared in the middle on the front of the football shirts. Both these sponsors had been predominantly displayed throughout the programmes.

For Barclays the official logo of the Barclays Premier League had appeared on the front and at various points of the programme and the shape and colour of this was echoed in headings throughout. Despite the layout of the programmes having been slightly altered for the new season this technique remained the same. Please see the included programme.

The Autonomy logo appeared in every picture where the front of a Tottenham Hotspur player wearing the official kit and playing in a league match\* was seen albeit in various positions, depending on what the player was doing. Both had a double-page advert in slightly different formats for the associated smartphone app on page two and three. The app refers to the Autonomy logo that can be enabled to become a scan-code to release official content to do with the team and that specific match. The Autonomy logo appeared sparingly when such content was available. Again, please see the enclosed programme.

In addition to seeing how the respondents responded I was also hoping to deduce if there was a correlation between the levels of interest in sport I had assigned to them and recall. I felt the club Tottenham Hotspur was - despite being the team I support - also a good choice because they are club of some renown both domestically and internationally, but do not have the elevated status or recent high profile success of the biggest clubs in the Premier League such as Manchester United and Chelsea (Wakefield & Bennett, 2010, 5). This again could be correlated with the individual respondent’s interest level and would potentially add credence to this part of the analysis process and with the aforementioned obscurity of Tottenham Hotspur’s shirt sponsor help further in the answering of the research question in the fact that a SME sponsoring a local sports club may appear obscure initially.

The fact that the interviews were undertaken at this point of the year meant that EURO 2012 was a point of reference but allowed an adequate amount of time for memories of sponsors of this sporting mega-event to become hazy and in this way is a variation to the first three interviews.

There was a large variation in the length of interviews with them ranging roughly between 25 to 50 minutes. The interviews were designed to be as informal and relaxed as possible and the ‘big advantage of single [i.e. individual] interviews is that one can delve deeply into reasonings and motives. The respondent is not influenced by other people and the interviewer can go into detail if necessary. … [W]e do get insights into the relationship of meanings. On the basis of these relationships a researcher can formulate conclusions with considerable certainty’ (Franzen & Bouwman, 349, 2001).

\*As an example of football clubs augmenting their corporate portfolio Tottenham Hotspur signed a sponsorship deal with Investec, the international specialist bank and asset manager, for all domestic and European cup games starting from the 2010/2011 season(OS 25). This means that they are the only club to have different shirt sponsors for Premier League matches and cup games.

In terms of the respondents, when devising my methodology I had initially ventured the thought of interviewing football fans following televised matches in pubs around Aalborg. In this way I could guarantee an interest and high level of knowledge but not rationality. I know from personal experience that an allegiance to a particular football club can make an otherwise sane person behave in unusual ways (I do not own an article of red clothing because Arsenal, Tottenham Hotspur’s local rivals, wear a red shirt for example) and I felt this could potentially impede and compromise data.

I therefore chose to interview fellow students from the CCG course. Although, I knew this could compromise knowledge in sport this would hopefully allow for answers that were not so affected by the whims of fanatical club football support. I also hoped that as a result of the course they were on there would be at least a basic understanding of sponsorship and issues surrounding such. In terms of the research question they could also ‘act’ as the potential customers of an SME would want to reach. I would also provide insight – I hoped – into how much sporting events can have an influence on the lives of consumers and in what way.

In justification of the methodology, Amis et al. (1999) utilised a similar method of establishing a theoretical foundation and following this up with additional individual interviews. They acknowledged that whilst the initial stage was of use, in order to obtain a thorough view semi-structured interviews were necessary (258). Meenaghan and Shipley (1999) used focus groups which ‘focused on issues such as respondents' perceptions of sponsorship [and] the comparison of sponsorship and advertising’ (13) amongst other things. Despite not being individualistically-based similar issues were covered in the interviews. Students have also been used in various studies within this field of interest some examples of these are: Breuer & Rumpf, 2011; Hansen et al, 2001 and Cialdini et al, 1976.

Method Concerns

A qualitative approach brings is not without criticism. This has been levelled at it in terms of its subjectivity which could mean that it suffers from the researcher’s ‘often unsystematic views about what is significant and important’ (Bryman, 391), the relationship between interviewer and interviewee (Ibid.) and often the reasons behind the direction the interview takes can be unexplained (Ibid.) As opposed to other methods it can be hard to repeat in the same context (Ibid.), can lack transparency in terms of exact method and analysis (392) and be problematic in terms of generalising findings to other situations when ‘unstructured interviews are conducted with a small number of individuals in a certain organisation or locality’ (391)

Although it could be assumed that the respondent’s answers were given were not biased by the surroundings, interviewer or other influences but it is necessary to accept that from a constructionist standpoint this is unlikely. An inevitable consequence of the questions that were asked, intentional and unintentional prompts and the overall tone of such will lead to some semblance of bias towards the author and interviewer. Therefore, the questions that were asked as well as the order of such, the answers given and conclusions reached have to be considered as a product of this event. Other questions may have been asked by other researchers, and therefore answers and potential conclusions may have been different.

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Analysis

As stated in the Theory section, having established the objectives of sponsorship and reviewed associated literature in order to establish a theoretical foundation, it was deemed necessary to investigate some of these specific elements or aspects that arose from this further. To clarify this, the table presented at the conclusion of that section will be repeated.

|  |  |
| --- | --- |
| Sponsor | Potential Consumer |
| Image: How this can be effected and with what methods. | Interaction: Tendencies into how and why this can happen. |
| Congruence: Is congruence necessary for sponsor and sponsee for partnership to work? | Loyalty: Tendencies of how and why this develops. |

Table 4. The elements of sponsorship to be investigated further.

The four elements will be investigated separately and any connections that are seen to arise between them will be presented in the concluding summary of this, the Analysis section. In addition to this, despite an acceptance of the theory covered as providing a foundation for the findings from the interviews to be built upon, any discrepancies that may be found will be revealed and conclusions drawn in each individual section where necessary.

The first two, Image and Congruence, will be analysed with emphasis on the sponsor. The remaining two, Interaction and Loyalty, will be investigated with the potential consumer in mind.

In terms of Image, the methods or strategies that can be adopted and in what way a company can be perceived, both positively and negatively and what can influence this, will be the basis of this part.

The Congruence or ‘fit’ between a sponsor and sponsee is particularly relevant in terms of the research question. The suggestion was that a closer congruence has a significant and proportionately positive effect on ultimate sales (Cornwell et al., 2001). As mentioned at the end of the Theory section such a fit may be unlikely between a SME and a local sports team, so if Cornwell et al.’s conclusions are still shown to be valid in the analysis of the respondents’ answers, this has significant ramifications for the successful sponsorship agreement under investigation.

When it comes to Interaction this will include anecdotal evidence of the respondents’ interaction with sponsors and this will be analysed in terms of relevance and if this can be used as a template for strategies to adapt within the sponsorship agreement in question. Inspiration for such behaviour will also be discussed and considered.

Loyalty has to be understood as this is the basis for longevity in such an agreement. Tendencies for it will be discussed and methods as to how this could be instigated.

Quotes from the respondents will be shown with interview and page number as they appear in Appendix 3 and will be abbreviated in the following form. If, for example, a quote is included from interview 2, taken from page 21 it will appear thus: (I2, 21). Extended quotes from interviews will have an I for interviewer and R for respondent. This is also evident in Appendix 3.

From Sponsor: Image

A recurring theme amongst the respondents was that if a sponsorship agreement was perceived to be socially responsible, or a socially advantageous side could be shown, this had a positive effect on image. In particular, the arrangement between Barcelona FC and UNICEF was said to be particularly empowering in regards to image in this regard. But other examples were cited as well of other clubs with agreements that suggested this and also from the programme viewing.

The Barcelona / UNICEF deal took an unorthodox approach to the traditional sponsorship deals between sponsors and sports teams. Signed in 2004, not only were UNICEF the first sponsor to appear on Barcelona’s shirts the world-famous football team actually paid them roughly £1.3m a year with the aim of helping to fund Aids projects (OS 26). Since then Barcelona have actually signed a then record-breaking deal with the Qatar Foundation\* worth £25m a year but the UNICEF deal has remained in the consciousness of the respondents it seems.

As respondent four says: ‘They play in the football team and they support a really good cause, worldwide spread and you can find it in everyone’s hearts’ (I4, 40). This notion of being seen to support a really good cause helped Barcelona she claims ‘it would look like they’re playing for the rights and values that UNICEF also value. So, it’s like a game, a football game for showing their values’ (39). It seems, that according

\*’The Qatar Foundation is a non-profit organisation dependent on the Qatari state and dedicated to the educational and technological development of the country’ (OS 25).

to this respondent by showing their support for them, Barcelona FC were able to improve their image as it appeared that they shared the same values of UNICEF in addition to ‘being more human’(37) and which, due to their footballing prominence was transferred into worldwide consciousness.

In the sixth interview this was also seen to improve Barcelona’s image (I6, 57). This was a stand-out case for the respondent as it set them apart from ‘the whole football universe where everything was over the top and they have all these big transfers of players and big, big deals…’ (Ibid.) So, in this sense, just by setting themselves apart from what this respondent regards as the general nature and atmosphere inherent in the world of football was enough to improve their image.

Integrity was cited as being something that came from this arrangement by respondent nine and this enabled them to stay in the minds of consumers ‘I think Barcelona because they pass the image of … integrity … and not being a sell-out ever and I think in people’s minds, it’s a cool thing to do’ (I9, 89) and significantly when asked if this was just because it was Barcelona FC he said: ‘It could have worked with any team’ (Ibid.). Of course, it is implied in the context of the question that he was referring to any professional team, but this notion of a sponsor being shown to be socially responsible, or at least being willing to show some social consciousness, seems to be a positive element to take forward in terms of a strategy to adopt by an SME.

In terms of other examples of this, respondent seventeen talked about his local German second division team St. Pauli. He referred to one of the sponsors Viva con Agua\* ‘which was set up by an old player which is an NGO which is helping people in foreign countries get fresh water’ (I17, 179) and felt this connection would make him more likely to wear the team’s shirt instead of one with a large sponsor on it (180), and that ‘obviously I prefer the benefit of other people rather than for a company’ (Ibid) and this could be enough to ignite pride in a club and show this by wearing the shirt.

From the programme viewing, in the one for the match versus Blackburn Rovers (29.04.2012), a charity segment on the SOS Children’s Villages campaign Mums Matter (12 – 15) which ‘Tottenham Hotspur [are] proudly supporting’ was recalled by seven of the sixteen respondents that were shown it (I4, I5, I6, I10, I11, I13, I15). The logo of the campaign appeared on the front as well. This is intriguing and could suggest the subject matter could be better at catching attention. However, the benefit to the image of Tottenham Hotspur was suggested by respondent thirteen:

\*’Since 2006, the non-profit organisation Viva con Agua de Sankt Pauli has actively collected and delivered, in innovative and unusual ways, donations for water and education projects’ [translated from German via Google Translate] (OS 27)

‘R: I think they want to show the social side of life and go with the emotional perception of their fans this way.

I: Does that help Tottenham’s image?

R: Yeah, it helps the image of the team.

I: Why’s that?

R: Because if they’re associated with the emotional they kind of show that they are human and care about the others … that’s why’ (I13, 131).

Respondent fifteen provided further depth to this and suggested that by publicising this connection this positive image could be transferred further than just those who attended the match and bought the programme:

I: ‘So, why do you think they have done the Mums Matter then? It’s a charity … ‘A loving home for every child’.

R: Because of guys have families with children and maybe they buy this thing [the programme] and they put it on the table and their wives see it and say ‘oh my gosh, there’s really something interesting in it for me! … let’s have a look’.

I: … why would Tottenham show that they are involved in the charity? What would that do for them?

R: Maybe to involve the whole family in football and not only the guys. …’ (I15, 158-159)

It seems then that this respondent feels that through this there could be a larger appeal for other family members to read the programme and through this the personal image they hold of Tottenham Hotspur could improve and influence further involvement.

The attention that these instances of teams appearing to be socially conscious could suggest that a SME should consider something similar as part of their overall strategy. Whilst not being able to have the same fundamental effect as the Barcelona and UNICEF case this feeling of goodwill could at least transfer itself around the local community and generate things of interest to publicise through various media outlets. This could also have an effect on their market value, perhaps not in the way that Spais & Filis (2008) highlighted in terms of the stock market reactions but still in terms of the value of their standing in the local area.

The aforementioned respondent from interview nine also highlighted the potential negative sides of a sponsor/sponsee relationship. He cited that the team’s performance can have an adverse effect on the sponsor:

‘Well, I felt sometimes that it’s always a risk for the brand with the sponsorship to get together with a team that … if that team is really unsuccessful then maybe the brand will have a lower reputation [as a result]’ (I9,83).

This was reiterated by respondent thirteen ‘if the team wins lots of matches they improve and sustain the image and sustain the image of the sponsor’s too (I13, 127).

This suggests that this could be factor to consider for the SME. However, with a local team where the results could fluctuate during the season and year to year depending on the available pool of players they have, success is not something that can be guaranteed as it could be with perhaps a larger professional team. It is also worth mentioning the conclusions of Pope et al (2008) where the positive feeling from fans by just being a sponsor may continue despite results. With this in mind it may be prudent for an SME to acknowledge the results as part of being involved with a sports team and work it into strategies whether good or bad.

Despite this throwing up a contradiction in terms of the theory and the above respondent’s answers a positive feeling (Pope et al, 2008) towards the sponsor could in theory, be strengthened by being with the team through thick and thin so to speak, this will also arise in the Loyalty section. Of course, a SME could seek out a successful local team but they would still be likely to experience bad results at some point and in this regard would hope that the relationship they’ve built up through a thorough communications strategy would be strong enough not to affect their image.

From Sponsor: Sponsor Congruence

As mentioned previously the congruence between the sponsor and sponsee has a large significance in terms of the research question.

The respondents provided their feelings on this aspect in depth and opinion was divided amongst them. Here follows examples of the contrasting feelings:

In the first three interviews that followed a different structure which is outlined in the Methodology section, the images of the promotional activities at the public viewing of Denmark’s matches during EURO 2012 of Danske Bank brought consternation and was seemingly a problematic link for the respondents. These appear in context in Appendix 4 but are also shown below (Pictures 7 & 8).

Picture 7 Picture 8

Here, the respondent from interview one presents his feelings on the subject:

‘I: … it’s some kind of goal… (Picture 7)

R: It’s just using this event to get something from the profit cake.

I: …. Again, this follows it up. ‘Vi bakker landsholdet op’, so, we support the national team…

R: That’s pretty ridiculous for me.

I: … If a German bank had a similar thing…?

R: I would find it totally ridiculous!’ (I1, 11)

Respondent two was succinct with his answers ‘The link between Danske Bank and soccer doesn’t make any sense as for me to decide on anything’ (I2, 21). This ties in with something he referred to previously in the interview where there needs to be ‘a link between sponsors and the narrative, the history you want to promote with your event’ (6). From these answers it could be seen that Danske Bank, in this instance and in the mind of this particular respondent have not created such a link and therefore it lacks power in this regard.

In interview three there was again, an apparent discrepancy according to the respondent between Danske. Bank and their involvement with the national team, ‘I don’t see how the bank, how the financial

sector has to do with the sports sector’ (I3, 30).

As the answers could be seen to show, without an apparent link the connection can be seen as tenuous and even ridiculous in the context that it was shown. The respondents had not taken part in these events, they were only shown pictures and, as such this may have created a gap too vast to bridge. However, the suggestion that these images created such an adverse reaction means that methods to counter this should be put in place, perhaps, as respondent two suggests, in way of creating a narrative and history within the campaign.

The essence of the fit of various products within categories was also the subject of much debate. In the regard of the products one is likely to consume whilst watching a football match in terms of beer and fast food.

The notion that beer was a good fit was uniformly acknowledged, it could be said, thanks largely to the associated social aspect of football. ‘I sort of see alcohol as part of football culture I guess. You drink at games, when you watch games…’ (I5, 51), and ‘beer is the drink of football’ (I8, 76). This link means then, according to respondent twelve, that ‘it’s easier to have a sponsor for a beer … somehow it’s easier to reach your audience (I12, 119).

Fast food products were more problematic however, with many respondents questioning the place of such in connection with sport, something referred to in the introduction. In terms of McDonald’s sponsoring the Olympics ‘not only is there not a connection, there’s almost an anti-connection’ (I16, 170).

Respondent eight reserved his contempt for their competitor, namely Burger King:

‘R: Actually the most ridiculous sponsor is Burger King that sponsors a Spanish team right now in the Primera [top football league], and they have big hamburgers on their shirt, and it’s really ridiculous.

I: Why do you think it’s ridiculous?

R: Because they are playing a very intense sport that requires a lot of fitness and training and they are promoting some food that is not healthy at all.’ (I8, 75-6)

Although these examples show that some of the respondents felt it is important for there to be link, this was by no means shared by them all.

The ‘human’ side mentioned in the Image section was referred to in interview seven in regards to congruence. This respondent thought that although a stronger link can make the sponsorship more valid (I7, 67) she countered this by saying ‘because they are human too they use all the stuff that we use so anything can be relevant’ (68).

To follow on from this, creativity was key according to respondent fourteen, as this meant that any product could be made appealing. In addition, due to the nature of sport this further expanded the opportunities available, as this exchange illustrates:

‘R: … I think most things can be related somehow, you just have to be creative about it.

…

… It’s a social event that brings people together and there’s not really a barrier. You can lie anywhere between people because it can be any ethnic group [that] like the same sports. You can be male, but girls like it too, so again there’s not really a limit, it’s really broad.

I: OK, so if, I don’t know, a women’s underwear company came along and sponsored a football team…?

R. That would be perfect!

I: Why would it be perfect?

R: Because, imagine you can, like, actually see the population units [male fans] that are into that particular sports thing and probably they all have wives and they may take the wives to the game or either they’re trying to get to this girl with gifts, so it’s pretty perfect actually.

…

I: To have some sort of partnership with a football team could be beneficial for that sort of company?

R: Yes, it would be quite creative and would enlarge their recognition actually’ (I14, 140-1)

A lack of a natural fit was not a perceived problem for respondent eighteen either, as long as a common strategy was in place and the same message was being broadcast by such, ‘it doesn’t matter if it’s an entrepreneur or a mall or if it’s a beer company, as long as they send the same signal, because then there is a coherence between the messages that they send’ (I18, 199).

It could be concluded then from the quotes given, that despite the initial examples of a lack of fit to be a problem, there may be ways of addressing this. If a link is established and maintained, the message is shared and creativity involved then it should be possible for a SME to overcome any perceived lack of congruence between them and/or their products and the sports team they enter an agreement with. In addition to this ‘people don’t even expect [limits] anymore’ (I16, 170) which could further aid the cause of the sponsor with potentially non-congruent products.

In terms of the work by Cornwell et al (2001) it is hard to judge as their conclusions were based on an improvement in sales being proportionally linked to the congruence of the sponsor’s products and the event in question. It would seem that while it is impossible to make generalisations in particular reference to this, it could be said that congruence of products is less problematic as long as it is acknowledged that this will require more work and collaboration with the sponsee but, as shown by the opening stories of the Introduction involving the Greek football teams and what respondent fourteen said in regards to a women’s underwear company (141) it may be more newsworthy which could potentially add more value to the agreement.

From Consumer: Interaction

Having a strong connection with a football team seemed to be a factor that influenced some of the respondent’s interaction with sponsors. Both respondent seven and eight exhibited such tendencies and gave good examples of such behaviour that seem directly linked to an interest in a particular team.

In interview seven, examples of strategies that instigated interaction and self-motivated actions were illustrated by the respondent. In terms of the former, a telecommunications company offers specific numbers that have a reference to the team that customers support ‘Fenebahce [the team she supports] started in 1907 … and most of the time it includes or starts with 1907 so most fans want to [have] it’ (I7, 64). So, just by including reference to the year the team was established this could be enough to motivate fans to interact with this company. An intriguing strategy, it has to be said but of course the size of the company helps with delivering such a large-scale strategy.

In terms of self-motivated interaction this respondent provides this example:

‘R: But because I’m a fan of Fenebahce and one of the administrators in the team had a company, a textile company just for men… and I prefer going in there to make much more money [for the team] because then I know that all the clothes of the team are [being bought] from there so I prefer to go in there (66).

Of course, this could be argued as to be closer to loyalty, but, as will be addressed later there is a fine line between the two in some instances and, of course, questions could be raised as to how often this female respondent buys suits. However, it does illustrate that she chooses to interact with this business simply because of its connection with her team Fenebahce.

In interview eight, the respondent revealed that just by having a connection with the team he supports – Chelsea FC – can have an effect on having interaction with a sponsor. ‘When I saw they [Chelsea FC] were sponsored by Samsung I started browsing Samsung products’ (I8, 75) it seems that it can work both ways for this respondent as well ‘when I see Samsung I relate it to Chelsea. A separate Samsung ad I think of Chelsea straight way’ (Ibid.). In this instance interaction takes the form of both physical - in the sense of browsing for products - and mental, in the way he connects the sponsor back to his team. It is important to consider that interaction is not, therefore always necessarily a physical action, at least with this respondent.

This case again shows how interaction and loyalty can be intertwined and what these could be seen to show is that through the loyalty of these two supporters for their teams it could increase the likelihood of interaction.

An established relationship was also at the heart of examples that Respondent eighteen gave. The long-standing connection with Heineken and the Champions League through sponsorship has meant that this was the beer of choice when he and some friends would watch these matches together:

‘every year I have some friends and we meet to see the final … and we’re not buying Carlsberg, we’re not buying Newcastle beer because it’s a part of the evening, the social event.

…

[It’s] connected to the whole Champions League evening thing and I think that it’s not intentional, it’s not something they can measure directly it’s something that is going on in our brains we know we are connected to the brand’ (I18, 195-6).

This interaction through an established connection also extended beyond these specific matches he revealed, ‘if I’m going out and they have Heineken then I, essentially I think I’ll buy that’ (196). This again has the close link with loyalty, but, in this instance it is based on Heineken being part of a social event and it is used to extend this to other evenings.

‘I: because you’ve got that in your mind, the emotional side, the social side of it [that extends] to a Friday night as well because you’re trying to recreate that…?

R: Yeah, precisely’ (197).

So, it could seem that a desire to recreate cosy social events with his mates drives him to interact with Heineken as this has proved an essential ingredient to him in the past.

More conventional methods of interaction such as competitions should be done with caution though it would seem. If these were considered too easy, the odds of winning too long and morally dubious then this would put off respondent one at least. Although he acknowledged that it could raise the awareness of the brand taking part the nature of it put him off he concludes: ‘It’s also a bit disgusting.’ (I1, 5)

Respondent three suggested that a good cause could influence his reaction ‘where the products give benefits to the team or support a cause that the team also supports then I might [think about entering] (I3, 26).

Conventional methods such as a presence at an event could also instigate interaction according to some of the respondents, as these illustrate: ‘a music festival … and there are some sponsors … for drinks and it’s new you obviously want to try it’ (I15, 152) and ‘[at a skiing event] … Red Bull, it’s an Austrian company, and they really support skiing for example as well and stuff, so I feel a lot of people would be like ‘yes’’ (I19, 206).

Other respondents cited technological ways of interaction in terms of websites and illustrated how quick interaction can happen and by what means ‘’whoa, that’s interesting’, [I] will search it on my telephone right now’’ (I15, 155). It can also work in terms of interest ‘’oh, I didn’t know this company was sponsoring this team’, so I would probably look it up online’ (I6, 58).

An extension of this was revealed in interview four, where upon arrival in Denmark the respondent was ‘found’ by Telia – the mobile communications company – as a result of roaming (I4, 39). She may not have had a choice but the interaction was instigated in this way.

The appeal of a particular player was enough for respondent seventeen to research him. ‘During the European Cup or World Cup I was watching and he [Thierry Henry] was playing there [for France] so I looked up [Arsenal, his club team] and there were the sponsors there.’ (I17, 183) and not only was there this initial act of interaction but it also instilled in him a desire to interact with FlyEmirates the main sponsors of Arsenal as he says: ‘’I want to FlyEmirates one day’ (Ibid) and here’s hoping he does.

To interact with a sponsor can come in many forms and can be instantaneous. Technology allows consumers to make a quick search and have the sponsor in the palm of their hand. In this regard it is essential for any lasting relationship to develop for this interchange to be positive. If sponsors, at whatever level, are serious about attracting and maintaining customers they must acknowledge this and work it into strategies they have. It is a relatively inexpensive method (Santomier, 2008) to get potential customers on-board and fast.

Presence at events also seems to still be a way to attract consumer attention and hopefully interaction as well.

However as the examples of the competitions perhaps suggest it is important to have integrity and treat potential customers with respect. Considering your target group is important in this regard.

From Consumer: Loyalty

In general terms a number of the respondents stated that through the act of sponsoring this could be enough to install loyalty in them. The following are examples of this: ‘it would give me a good impression of the company, and it would get closer to me’ (I12, 117); ‘if the fans are loyal to the team then I think they will be loyal to the brand…’ (I13, 126); ‘they kind of believe in us and are interested in us’ (I19, 212). These have echoes of what Santomier (2008) concluded that sport can shorten the route to loyalty.

In interview four this was taken further: ‘it’s the human part that – at least for me – that creates that loyalty. I cannot be loyal to a brand that has nothing. But a story on a print or whatever form of advert once they go in other areas like sport or other events … this kind of stuff grows on me’ (I4, 39). This suggests that it is with caution that a sponsor should expect blind loyalty, as this response shows there has to be story as well, at least for this respondent. With this background, knowledge can develop and, as Lacey et al (2010) suggested, this could have a positive effect on consumer’s loyalty.

The appeal of the underdog – something a local sports team may be considered as – had an influence for respondent six. ‘I think I would be loyal [to a company] that sponsors kind of underdogs or something like that’ (I6, 59). Citing an example from the town she had been at university in about a team that have continually missed out on promotion a sponsor of this team could attract her loyalty, ‘I don’t know who sponsors them, but I guess if some company constantly sponsored them and sticks to them I’d probably think ‘oh, that is so nice’ and this is despite the fact that they didn’t win at all. Yeah, I think I’d prefer them to others’ (Ibid.).

The locality and connection with specific sports events could be enough to initiate loyalty in some people according to respondent sixteen. It was his belief that having seen a local sponsor in the street, their connection with the local team and a fan’s experiences whilst watching them would be enough for them to choose them over other options. In this context sponsors for the ice hockey team Nottingham Panthers in England: ‘so people will link it with this, kind of good feeling of winning against the Sheffield Steelers [big ice hockey team in Britain] and they’ll see this company in the street of Nottingham and choose it over something else even though it’s difficult to prove I believe it’s true’ (I16, 169).

Loyalty could come from finding something that works for you too. It is basic, but a fundamental aspect of consumer satisfaction as the phrase goes: *‘if it ain’t broke, don’t fix it’* and this was very much the essence of the loyalty traits revealed by respondent nine. Talking about wetsuits for surfing and comparing his favourite brand Rip Curl with Billabong ‘Rip Curl have always been a step ahead of them [Billabong] and their [Billabong’s] suits don’t last as long. … The same price and the design is better [with Rip Curl]’ (I9, 86).

So it would seem that amongst the respondents sport can increase loyalty and this, according to respondent six, can extend to those sticking with a team that is not always successful. There was an example from interview four that a story was necessary to instigate loyalty which should therefore be considered. Sponsors of local teams may experience loyalty as a result of fan’s connecting them to success in a particular match as was the belief of respondent sixteen. Ultimately though it can be as basic as the product delivering what it should and be seen as good value for money as illustrated in interview nine.

Are Interaction and Loyalty One and the Same Thing?

As was illustrated in the Interaction section it can be difficult to separate, define or even know exactly when an action can be classed as showing loyalty or if it is merely a case of interacting. Some cases are clear but when a relationship is already in place such as those illustrated by respondents seven and eight it can be hard to define. Some may class those examples given as acts of loyalty but here they have been characterised as interacting.

Evaluation of the Method

The method used, whilst conjusive to my ontology and epistemology position suffered from a number of flaws. Here are the ones I am aware of but, of course there is the potential for more.

In terms interviews they cannot be considered to be in-depth and varied considerably in duration none of which even reaching an hour. In addition to this, my overall enthusiasm for the subject matter meant that a number of areas were addressed that proved not to be relevant. This had the effect that too many subjects were attempted to be covered at the expense of deep investigation into the areas that mattered. The lack of a trial of the interview process exacerbated this problem. It would have been prudent to have engaged in a preliminary round of test-interviews as this may have allowed for more direction and thoroughness in the final interview stage.

Whilst the use of aids in terms of the pictures in the first three interviews and the programmes and associated images in the remaining ones was useful but again, these suffered from a lack of clarity to their ultimate aim.

At some points during re-reading of the transcripts it became apparent that I ‘wanted’ specific answers and this led to prompts that could have affected the integrity of the interview, or at least those answers.

In terms of the respondents I was satisfied in terms of their level of knowledge but it could be questioned that the demographic was too broad despite them all studying the same course.

Overall, despite the flaws listed above the methodological approach I chose has augmented my knowledge of sponsorship related theory and concepts considerably and also enabled a number of intriguing and revealing answers from the respondents further adding to my understanding.

Conclusion

Sponsorship is not only essential in the world of sport but its prevalence and influence is mirrored by continuous increases in expenditure. As events since June 2012 have illustrated it has enjoyed a near-constant exposure through mega-events, record-breaking shirt sponsorship deals and controversy and this shows that it is a subject ripe for exploration.

Research into the specific area of sports sponsorship is the seen to be one of the most prominent within sponsorship and this allows for a vast array of theoretical work to be examined.

This paper aimed to utilise some of this to establish a theoretical framework in terms of attempting to establish methods that could be used by a small to medium enterprise if they were to enter into a sponsorship agreement with a local sports team with a view to make this arrangement as mutually beneficial as possible with the ultimate goal of increasing sales for the sponsor.

As it was stated, traditional advertising does not have the same strength it once did with consumers being both harder to reach and appeal to. With this in mind it was suggested with theoretical examples that sponsorship has grown so much in reputation that it is enjoying an increasingly dominant position in the marketing communications strategies of companies. To this extent, it was hypothesised that it may be time to consider that with the right strategy in place sponsorship could be considered as advertising has been, namely to be used as a way of ultimately increasing sales.

It was necessary to highlight what some authors considered as the objectives of sponsorship but it was acknowledged at the same time that this was not an exhaustive list. Be that as it may, five objectives some with aspects that combined or were a result of another were presented and examined in line with established theory.

Theories from ten studies were chosen to analyse these objectives further with a view to building a foundation from which to build upon with elements that it was deemed needed more in-depth analysis in regards to the subject matter of the paper as the majority of these had a large to mega-event bias. Aspects that had arisen within the studies outside of the stated objectives would also warrant more attention if necessary. This will be referred to later.

The first objective was Awareness and it was illustrated that this remains relatively constant when connected to the Super Bowl despite interest in this event apparently falling over the years studied (O’Reilly et al., 2005). Specific naming rights were shown to be advantageous in this regard but complimentary methods should be implemented in conjunction with it (Quester, 1997).

In regards to Image – the second objective – it was concluded that results did not seem to have an adverse effect on the sponsor’s image (Pope et al., 2008) but the category of sponsorship should be carefully considered and it must be clear that it is not advertising as this brings with negative feelings from consumers (Meenaghan & Shipley, 1999). The sponsor / sponsee image may not be equal at the point of making it public (Spais & Filis, 2008). Image and the factors involved either positive or negative and techniques that can be adopted were the subject of further analysis.

Increase in Sales was the third objective and the congruence between sponsor and sponsee was seen to be significant in the specific area of the study (Cornwell et al., 2001). It was also concluded from another study that existing customers would be more likely to see an agreement as additional reasons to buy from the sponsor and an increase in sales were also acknowledged (Sӧderman and Dolles, 2010). The congruence of sponsor and sponsee and the supposed significance today was another aspect taken further for deeper analysis.

The fourth objective that was examined was a hybrid of aspects of separate aspects sponsorship but which are all related. So therefore under Consumer Loyalty/Consumer Relations/Support it was shown that previous knowledge and their corporate social responsibility (CSR) was seen to positively influence the loyalty of consumers and event presence increased this still (Lacey et al., 2010). From here, loyalty and interaction and the factors relating to this would be taken further.

What was deemed an expansion of the aforementioned work by Quester (1997) was the work of Santomier (2008) who concluded that a far-reaching communication strategy including new media was essential. Sport was suggested to shorten the route to fan’s loyalty and as a result potentially meant that they would react with more speed towards the sponsor. Incorporating new media and contemporary technologies meant that costs were more manageable; reach was expanded and allowed for campaigns to live on beyond the events. Technological companies were said to be able to experience double benefits in regards to provider and sponsor.

Position of Brand was the fifth and final objective covered. It was suggested that in order to truly establish the position of the brand an extensive, thoroughly organised supported by the necessary resources was paramount. Benefits of this were said to be increasing value which, in turn solidifies it still further and from here the evolution of such is made easier (Fahy et al., 2004; Amis et al., 1999; Meenaghan & Shipley, 1999).

From this, nineteen qualitative interviews were the basis for seeking further depth in regards to Image, Congruence (in terms of the sponsor), Interaction and Loyalty (from the consumer’s side) in regards to

factors that influence and these.

From the deeper analysis of Image taken from the interviews, the case of Barcelona FC and UNICEF was prominent were other areas of clubs highlighting this socially conscious aspect in regards to image including a charity segment in the Tottenham Hotspur programme.

It was seen to be an overtly positive in regards to the club and it was suggested that a SME could embrace such a strategy albeit not on the scale of the examples given but nevertheless it could still present an opportunity to improve its image within the local community. This could be publicised via local media outlets and could indeed prove to be beneficial to their ‘value’.

The results of a local team were seen to be more likely to fluctuate and with this in mind this should be acknowledged by the SME. Although this was a something some of the respondents felt may affect image it was concluded that the goodwill generated from them entering into an agreement may be enough to offset this. Strategies incorporating the good and the bad times may further help in this matter.

The congruence between sponsor and sponsee brought mixed reactions. Where there was no apparent link some respondents felt it ‘ridiculous’ that such an agreement had been reached. However, it was suggested that with a story or an illustration of a link this could be overcome. In addition to this, some respondents felt it to be no problem as long as creativity and a common message were in place.

Some product categories had discrepancies within them. Beer was an established beverage – though unhealthy – in regards to football although fast food was more problematic in terms of a connection with sport. Whilst this produced impassioned responses from some a feeling that we as consumers are not surprised by anything in regards to sponsors was provided by a respondent.

Interaction with sponsors was shown to be in some instances seemingly close to loyalty particularly in regard to two of the respondents who had a high interest in football and professed their support for a club side which was the basis of this behaviour and seemed to augment interaction with the clubs in question.

This was also shown to be extended to a particular beer brand by another respondent in order to recreate the cosiness experienced whilst watching Champions League matches with friends.

Beyond this other forms of interaction such as competitions were dismissed unless there was seen to be a benefit to a good cause. Event presence was also shown to be a method that some of the respondents could find themselves interacting with a sponsor.

Technological advances and availability were highlighted as another way to interact with sponsors and could be done instantaneously.

The potential loyalty of the respondents was shown to be reliant on different factors. Whilst some suggested that their own loyalty would grow towards the sponsor just because of the agreement being in place, and one respondent said that supporting the underdog would induce her loyalty another needed an accompanying ‘story’ for her loyalty to grow. It was the belief of one of the respondents that sponsors of local teams could benefit from the afterglow of a famous victory whilst another stated that it is the quality of the product and value for money that is the basis for his feelings of loyalty.

From all of this it was deemed that a clear, thorough and well-organised communications campaign was essential and the objectives of each party should be clarified early on and acted upon. Ways of making the agreement as mutually advantageous as possible must be put in place as potentially the balance lies in favour of the sponsor and this should be addressed.

Having a long-term plan in place means that relationship can be built amongst potential consumers as it was stated that a previous knowledge of the sponsor may not be present. Such a strategy would enable this to happen through developing awareness, image solidification of the SME and therefore its place in the minds of the consumers. Positive connotations would be generated towards the sponsor and interaction opportunities and loyalty would then potentially develop which would increase the likelihood of the creation of customers. Instant loyalty should not be expected and again such a strategy can help build this.

An additional benefit of this would also come in terms of the congruence of the sponsor’s company or products and the team in question. With a mix of creativity and obvious commitment this could be enough to ease any problems of fit. In a world dominated by a variety of sponsors this can also said to help this as it perhaps not entirely expected anymore.

There is evidence that sales can increase through a sponsorship and it was concluded that this should be the ultimate goal of such an agreement. It has to acknowledged though that this is not a given, but with a methodical, long term and organised approach this potentially can be achieved.

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Appendix 1

Question Guide Used from the Fourth Interview Onwards

1: Name? Nationality? Age?

2: What is your interest in sport and/or football? And consumption habits of such? **[interest level and potential effect on behaviour towards sponsors]**

Programme viewing if hasn’t already happened.

3: How do you react to TV/online advertisements? Why? **[Advertising decline?]**

4: How would you define sponsorship? **[Establishment of Knowledge and feelings to]**

1. Do you feel it works?
2. Pros and Cons?
3. Why sponsorship? Benefit for whom? (In sport)

5: Sponsorship Memories **[What effects memory traces?]**

6: Would a sponsor (and which type) provoke interest/interaction and how/with what? (In sport) **[Loyalty/ Interaction]**

7: Loyalty towards a sponsor because they sponsor a team/event? **[Loyalty to, why? How?]**

(shirt sponsorship/shirt manufacturer/naming rights)

8: Vast amounts of money involved in sponsorship. Ambush marketing: ethical/unethical/fair? **[Feelings towards Ambush Marketing]**

9: Can a sponsor/sponsee improve its image through partnership? **[Image of sponsor]**

10: Sponsor congruence? **[Sponsor ‘fit’?]**

11: Multiple sponsors? **[Can a sponsor’s image be effected by sponsoring multiple entities?]**

12: Domestic/International sponsor? **[Loyalty factors?]**

Programme questions: Who is the main sponsor of the Premier League?

Who are Tottenham Hotspur’s main shirt sponsor?

**[Memory traces effected by interest level?]**

Appendix 2

High Street Bank Logos Shown to Respondants From the Fourth Interview

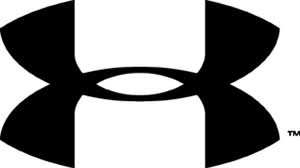
 



Images Used in Question About Tottenham Hotspur’s Shirt Sponsor

Appendix 3

Interview Transcripts

Interview One German. 26. Male

I: Right, interview one.

R: Shall I present myself?

I: Yeah, go for it.

R: My name is … I am from Germany. I study at the Aalborg University… on the CCG course.

I: Excellent. Right, so you saw at least one match at the Euro 2012.

R: I think I saw pretty much every game.

I: Yeah. Well, I know you did because we sat there and watched one together, so it’s at least one so, that’s cool. … I was wondering, to start off with do you know the main partners of the EURO? Sponsorship partners. Can you think of any?

R: I think one was Heinekin.

I: Yep.

R: Is that true?

I: Just answer what you think.

R: Heinikin and…, I’m not sure, but I think there was a car brand but I can’t remember the actual brand.

I: Any others?

R: … I don’t think Coca-Cola was involved I think they only do the World Championship.

I: That’s cool.

R: But, other than that I can’t think of any.

I: Not a problem… When you watch a Germany match, would you say you concentrate wholly on the match, or would you say your eyes wander or… this is particularly when you are watching Germany playing.

R: Yeah. Maybe this is my own perception but … I think I pretty much concentrate only on the match. I actually get annoyed whenever the camera goes into the audience.

I: Yeah, I remember you mentioned that. That’s true. That’s true, yeah. That’s a good point. You heard about the editing of that German fan crying during the national anthem…

R: Yes

I: …but it was actually shown after one of the goals [against Germany] had gone in. Really, really strange. I wonder if that’s happened before. But you said, yeah, you said you actually get annoyed when we are taken away from the action so-to-speak. In what context? That’s people in the crowd. Anything else, or…?

R: Yes. I mean. … I consider myself interested into football, the system the teams are actually playing. I actually want to see the scenes that may not be so attractive, all the scenes when they actually show the audience are the pictures that I am not really interested in. So my preference would actually only be on the field at all time…

I: Yeah, yeah.

R: … Of course I can understand that they also show other parts especially because the European championship and the World Championship is a mass audience event, and it’s probably even more mass-orientated than, let’s say club football or league football.

I: Yes. … Very good.

R: So, I can understand that they try and make up the game a little bit for those who are not too focused on the football itself.

I: Yeah. … And that’s… Why do you get annoyed by it? Is it a common thing you notice amongst your friends or is it particularly something that your… you get annoyed with and perhaps your friends don’t understand or…?

R: Well, actually, most of the time I am watching games alone. I guess it’s a pretty strange thing I guess so I’m not really sure if my friends get annoyed by that…

I: OK.

R: …I know my brother, he’s pretty much the same. He prefers to watch games alone and also gets annoyed whenever they show something unrelated to … to football.

I: But you mentioned because it’s particularly the EURO, in this context the EURO 2012 … you understand why they do it and that is because of the mass market they are trying to… you feel they’re trying to…

R: I think they try to relate to … a growing audience that also embraces not only, let’s say guys that played football in their youth but also, let’s say, female fans that haven’t been related to football before. Even though, of course they’re [females] are getting more and more into it and more and more play football. And also, let’s say families. And whoever sits in front of the TV. It’s something that you don’t only see during the game, you also see it like, if you look at whatever surrounds the game, like the interviews they have and whatever. It’s just maybe my impression but it seems like that in a World Championship it gets also … sometimes for entertainment, like they have little films…

I: Yeah. That’s good. … In that sense, do you feel that advertising per se is something that you notice or not? In terms of say, pitchside advertising and also the wider context of the advertising of the EURO 2012.

R: It would be some kind of third person effect if I would say I am not … that I don’t realise it. Even though I cannot name the three top partners of the European Championship, if I see the sign again I might unconsciously notice that they have been involved in…

I: That’s true.

R: … But I can remember that there was … as I said I’m not sure if it was Heinikin, but it was either Heinikin, Tuborg or… what’s the other Danish brand? … Heinikin’s not Danish.

I: No, it’s not Danish

R: Or, or… Carlsberg. I think it was Carlsberg actually. You see, now that I think about the actual scene….

I: Umm, yeah. And it becomes. Like you say… this is the interesting side of it… it comes back to you the more you think about it.

R: I guess…it’s a subtle, subtle effect . Of course my focus is on the game. I see, of course what they have on the banners on the side …but like I re… I can’t remember them if I watch a game again for example, or if I see the brand in the supermarket.

I: You *can* or you c*an’t* remember?

R: I *can* remember.

I: You *can* remember. Yeah, yeah.

R: I would say it’s not in my direct consciousness …

I: Brilliant.

R: … but it’s like…

I: But when seen afterwards perhaps?

R: Subtle.

I: Yeah, yeah. So you were saying when you … you could say, interact with a brand that has been advertisied then the recognition comes?

R: …Yes…but I guess that’s an idea of marketing we are so much surrounded by different… impedes that we cannot really work on every impede, but you get more … selective on which containers you actually look at for example…

I: Umm.

R: … and of course on the other side, there’s this sort of subtle impact that you have by consciously seeing the sign for example– of course you recognise it again when you see it again. I wouldn’t say that I am directly drawn into marketing effects but maybe on the second or third base.

I: Yeah, yeah. That’s cool. Why do you think advertising is and has become so prevalent … in the EURO for example? Specifically the EURO. Why do you think advertising has become so dominant?

R: I think…I’m sure it’s not a EURO phenomenon, or not a US phenomenon in that sense it’s in every country where you have a market economy. Like advertising is some kind of natural phenomenon…

I: Yeah.

R: … not natural, but…

I: No, that’s good… with market economy, yeah?

R: Yeah. So, you have it, of course in Asia in the same way than in the US. But if your question was why I think it is so dominant in football?

I: Yeah.

R: Well, then, of course because there is such a mass audience interest in it. You have a huge potential market that you can reach.

I: Yeah.

R: Making of course the prices for the advertisements considerably expensive.

I: Yeah. Yeah.

R: So that also a reason why you see the big brands.

I: Yeah, that’s true…

…

I: … Since you’ve been involved in football do you noticed more advertising? Have you become more aware of it?

R: Since I’ve been involved in it…?

I: Literally, all the way through, say, all the way back to the World Cup in Germany in 2006. All the times you’ve seen major football tournaments, have you noticed … an increase in advertising? A decrease? This is an individual thing, but have you, say become less aware of them, or what?

R: I can’t really tell. As I said, I’m not really focusing on the advertisements… I would probably say that it got more… But, it also relates to the fact that the money involved in football got more… It’s more a linkage to that more money is involved. … But, as far as I can think back football was always – in my history at least – was always some kind of connected with advertisements.

…

I: Cool. So, as you see it, in personal experience, it hasn’t become too much per se? It hasn’t become overwhelming? You still enjoy the football? Ultimately, you were saying, what you find annoying of the coverage is the images of the crowd, yeah?

R: The images of the crowd. During the games at least and, I don’t know how it is in other countries during the games that they don’t actually show, specifically advertisements, at least not so it covers the actual action on the field. Of course you see it on the sides of the field, and you might see it from time to time but I can’t remember if that has ever happened, but you might see a little banner , like under the, at the bottom of the screen.

I: Yeah, sometimes. Have you ever noticed that in Germany? The banners on the bottom of the screen?

R: Like in the German club football they have this stupid competition, they are always in kind of relation to, let’s say, the car brand and you can win a car if you answer, mostly, a very stupid question .

I: Yeah. … Why do you think they have those? If it was an advert for a car for example.

R: If you have the competition of course you have the injective moment as well. You have a recipient that is probably eager to win something, and he gets interested in the car, but by actually being active in his receptive of the commercial.

I: Yeah. … Interested in the product per se just by involvement in the competition. Would you say?

R: Especially in the television, most of the time it’s a passive reception, right? You switch it on and you sit there and you just let it go. … And, if you, let’s say, like a competition, although it’s not a new tool, it’s been there for years already, but if have a competition then it actually raises your awareness and makes you, possibly, or maybe even call them and take part in the competition. Of course it raises your awareness to what you actually win, right?

I: Of course. Have you ever entered a competition?

R: No.

I: No. What would make you enter a competition?

R: … Most of the time those competitions are done so that a lot of people call them. They are very easy, so I just think it costs me 50cents to call, and the chances to win are non-existent.

I: … So, regardless of the prize, just the nature of the competition stops you from entering, would you say?

R: yes, the nature of the competition…

I: Umm.

R: It’s also a bit disgusting. The idea of it… the channel makes money from it with people calling them and they charge up to a Euro, or something just for a single call and some of them call in ten times or fifteen times with no realistic chance to win…

I: No.

R: … the car or whatever they have there.

I: So, your own logic just says no. … What are the best brands to advertise in association with football? What’s the most natural?

R: It’s pretty obvious …to a typical football fan, or watching football together with friends, it’s possibly beer. It’s mostly guys of course, so cars or something. … Or other convenience products you would consume whilst watching football because you always relate the product you see with the situation you are in at the moment… right?

I: Yeah, yeah.

R: … With a mass audience event you have the problem from the side of the advertiser that you cannot relate to specific … minority groups in the crowd that watches, so … it would be considerably difficult to reach, let’s say, children or women.

I: Yes. So you would say that they go for…. The most effective products are the ones that advertise to those that traditionally watch football the most i.e. men for example?

R: I guess, it’s mostly men. Like, as we said, for the World Championship it changes of course and especially since the World Championship in Germany in 2006 every big tournament is something of a mass event. You have public viewing and what not. Of course, you have different tools for advertising … talk to people or can sponsor an individual event. … Television and, of course, side events.

I: Yeah, exactly, promotions. Is there any products…? Would you buy products specifically because they have been used by, or advertised by the German national team?

R: No. … This I can remember because the commercial runs in every TV commercial break in Germany. They have advertised Nutella.

I: The German team advertisied Nutella?

R: Yeah.

I: OK.

R: And they actually present it as something healthy…

I: Yeah, the Danish handball team did that for a while. That was quite unusual. Yeah.

R: Jogi Loew [German football national coach] is doing advertising for Nivea.

I: OK.

R: The cream.

I: But that would have no influence on you…?

R: No. I know it because I saw it so many times , but I wouldn’t buy the products because of that and I am actually not … for every single product I need I have a brand that I prefer…

I: Yeah.

R: … It’s not related to what I saw in realtion to the German national team. Like for me, they are not brand representatives for anything that is unrelated to football.

I: That’s a good point. Yeah, very good. So, in a sense it would only be a coincidence if you happened to use a product that a German player was advertising…

R: That would be pure coincidence… like, for example with Nutella we have used it since I was two years old in my family so that was long before they made these adverts.

I: Of course. That’s good to know. … If you were buying a beer to watch a match round …, like we did the other day, and money was no problem and you had to buy some beers, would there be a beer you’d go for? Here in Denmark, so you wouldn’t have…

R: I would either buy the Tuborg Lady. But I don’t think Tuborg was the sponsor of the European Championship was it? Can you tell me?

I: No, it wasn’t. Any others, if they didn’t have any Tuborg Gold Ladies…?

R: I would probably not take the normal Carlsberg or Tuborg because I don’t really like them – I don’t really like them. And I wouldn’t take the cheap one either. If I could find a Budweiser or a German beer.

I: Budweiser as in the American or the Czech?

R: The Czech.

I: OK, yeah. … The advertising around EURO 2012 has gone on, and you would have seen advertising in shops for example, because you were shopping for beers around the same time as EURO 2012 but that wouldn’t have influenced your choice, you were saying ? … In terms of… you’d go for your own preferences rather than something…

R: yes, yes.

I: …that was….

R: It’s something … I like trying new things but with some products I’m pretty conservative … I guess, beer is one of them!

I: Well, you know what you like…

R: I cannot afford a car so I am not … or I have never thought about buying a car at least so I’m not really attentive to those commercials. I might be if I am ever in the need to buy a car. Just from the environment I am in right now … it doesn’t really speak to me.

I: That’s good…. It’s not relevant.

…

…

I: That’s great. If you ever saw advertising of a product that was so obviously over-advertised, as you mentioned earlier with the footballers say with the German manager using Nivea, would you actually avoid that because he’s advertising it as a matter of…?

R: I would not specifically avoid it. I know that Nivea is a good product and I would possibly buy it, but not because of Jogi Loew. For me, he doesn’t have anything to do with a body lotion or men shaving product or whatever he’s advertising for. Now, I remember actually Coca-Cola was one of the main sponsors of the European Championship.

I: Yeah.

R: I remember this very annoying commercial they had …

I: And what was the advert? Can you remember it?

R: It’s like where normal people turn into some kind of Coca-Cola clowns and freaks just by drinking Coca-Cola. It actually freaked me out and I was wondering how small children would react to that!

I: I had the same… to be honest, it was kinda strange. Would that affect your purchase of Coke?

R: No, I’m not really drinking Coke.

I: OK.

R: Maybe from some time to time … But at least not specifically related to the football campaign that they have it’s just that it’s strongly advertised everywhere… the Coke brand that you can get everywhere. It tastes the same.

I: Yeah, in that sense. But because … Coca-Cola isn’t your drink of choice anyway so it has no bearing on either making you… If you really fancied a soda would you and you had a choice would you still choose cola, Coca-Cola?

R: No, there’s a couple of small brands that I mainly drink. At least I know where to get them in German supermarkets that would I usually buy…

I: And these are soda products?

R: And I would specifically not buy Coca-Cola, but …

I: Because you prefer these other brands?

R: I prefer these other brands, yes.

I: And how long has that been going on?

R: I guess it came with my studies actually. Before that I didn’t really drink Coke. I’m not really drinking Coke right now either, it happens very rarely then I’ll go for more, let’s say, some more exclusive brands. There’s a small brand in Germany called Pfeffi Cola. I don’t know if you know it… It’s a bit stronger with less sugar…. **24:58**

I: OK, yeah. … This has, in a sense, no bearing on because you have already established – you could say – with another brand. It was an advert that annoyed you, the Coca-Cola advert?

R: It didn’t change my consumption. If I was some place abroad and I saw Coca-Cola I would still maybe buy it. The commercial won’t change my behavior in that way.

I: No, that’s cool.

R: Even though it’s strange to have a soda being the main sponsor of a sports event. Right?

…

I: I’ve taken some pictures of various products, some of which you will recognize and some of which you have referred to as well… [begins to show pictures on a computer slideshow] This was taken from Facebook actually, it was a Carlsberg competition. Is there any way you’d enter a competition with a T-shirt, three cans and a little scarf on offer? And maybe an ice-bucket with that?

R: No…. Like, the only thing I would like is maybe the T-shirt, but then again … I don’t know why. Is it a Denmark T-shirt?

I: It’s in the Danish colours at least.

R: No.

I: It is a Danish, it has the Danish flag on it.

R: But it’s not the official one…?

I: No, no.

R: No. No, like …

I: And why is that? Because of the Danish side of it?

R: If it was the original shirt at least then it would have some… well, you know what I mean.

I: Yeah.

R: Then it would have some historic value if you have it for ten years or something, but like that it’s just a stupid commercial!

I: No, that’s cool. … This was actually during the first Denmark game…

R: That’s Aalborg?

I: Exactly. It was on the big screen [in Gammel Torv]. They had an event. There wasn’t any actual sponsorship – it was over a weekend. This was the actual cup we got from Studenterhuset, and obviously it’s kinda obvious who provides that cup [a plastic Carlsberg pint glass]. And that cup is provided by…?

R: Carlsberg.

I: Exactly. Why do you think they have that? It isn’t just because of the event. The Student House gives you these cups when you’re going outside all the time.

R: I’m not sure if they have a contract with Carlsberg, but they serve primarily Carlsberg beer so it’s mostly part of the contract that they have to use the cups as well….

I: Cool.

R: … of course the cups represent, for them it’s a free display of their brand name … and even if they would give others those cups for free and they would use it, it would save the other people money and it would be a free advertisement for Carlsberg.

I: True. Is there any way that this would be a bad thing for Carlsberg?

R: … Well, if they served another beer, maybe, in the cup .

I: Yeah, that’s true.

R: If, for example, people would leave the garbage everywhere this would be a bad thing for Carlsberg.

I: Yeah. … Yeah, potentionally, yeah. That’s good. This is very strange actually. … This is just sea salt [a picture of sea salt with Kom så Danmark in white and red on it]. I’ve never noticed this company before but it says ‘Come on Denmark!’, ‘Kom så Danmark!’ If that was ‘Kom så Tyskland!’ or the equivalent in German would you…? Is there any way you’d…?

R: I really wouldn’t buy that. It may be some kind of third person effect. I would never buy it. But I know exactly that maybe in the whole euphoria before the Championship, or during the Championship either the World Championship, or European Championship there’s a kind of euphoria among the people which, I guess, really started in 2006, at least in Germany. You find many products kind of like, re-using the flag, or the national colours without using any of the official logos, for example, of the German Football Association, but they ride on the wave and I’m pretty sure it works.

I: Specifically for you. If you were in the market for sea salt, say you wouldn’t…?

R: I wouldn’t be in the market for sea salt. Sea salt is an exclusive product so I would probably buy a good brand of sea salt…!

I: Yeah, I know what you mean.

R: … it would rather be strange for me to see a sea salt bag with a ‘Kom så Danmark’…

I: Exactly…. And the same for Oregano [shows picture of oregano with the same packaging as the sea salt]

R: … There’s just no match between the actual product and the etiket (sticker) you find on it.

I: And, in that sense… If you had this and another oregano which was exactly the same price…?

R: I would rather exclude this one [the ‘Kom så Danmark!’ one] and take the other one.

I: OK… This is the second Danish match and they’d had a big event can you see who sponsors that? [shows various pictures with promotional posters and events from Danske Bank]

R: … Actually not.

I: It’s actually Danske Bank.

R: Oh, ok Danske Bank.

I: There’s a DBU [Danish Football Association] sign there. Just there.

R: OK.

I: You mentioned that earlier on [promotional events]. Why do you think they have…?

R: Well, it’s … as I said, I think there’s some kind of wave during….I don’t know if they were involved somehow sponsoring or whatever but maybe in little events or whatnot and they are just riding the wave that comes with such a mass event. And, of course a lot of young people are attracted by football. They have the public events and they meet up with friends and whatnot and they watch football, and if you have a thing like this where you can actually can score something …

I: Yeah, I get the impression that’s it’s some kind of goal or something I think. It was the end of the event so it looks a bit tatty. It looks a bit tired but I think there was some sort of …

R: It’s just using this event to get something from the profit cake.

I: Yeah. Good idea. Again, this follows it up. ‘Vi bakker landsholdet op’, so we support the national team…

R: That’s pretty ridiculous for me.

I: So this has no… Of course this is slightly strange for you, but if a German bank had a similar thing…?

R: I would find it totally ridiculous!

I: OK. That’s good.

R: But, I’m not a big fan of this whole… patriotic acts during the World Championship so… Like in Germany they have all these flags that you can put outside a car … and it was like everywhere and now every tournament they have it and it’s just like a driving embarrassment for me!

I: Why is that? Is that a deeper thing with the German flag per se? Or is that, because I know there is a… 2006 heralded a new time in Germany, because it has been said that there was a more…

R: Like a re-birth of patriotism.

I: Yeah, yeah. In England as well.

R: Since, I guess the Second World War it was pretty much non-existent… In pretty much the rest of Germany, like I remember almost no signs of the nationality, there were no flags. Like, for example, you always see the Danish flag somewhere products, above the streets as here… you see it on Schools, in front of private houses little flags on their meals and that didn’t really exist in Germany but now that kinda started with the 2006 World Championship. I was actually quite happy with a state that doesn’t need to mention their nationality all the time!

I: So, your feelings towards it are that it is going too far the other way? Perhaps it’s…?

R: I find it strange. I find it too much.

I: What do we have next? Again this is Seven- Eleven. They’ve produced autographed slush ice or coffee cups. If you went in for a coffee…? Would you?

R: No, I wouldn’t buy it.

I: It wouldn’t be..?

R: No, not at all. If it was cheaper because of that I would probably buy it.

I: Yes, in that sense, that’s fair enough.

R: I wouldn’t buy it because…

I: You wouldn’t go out of your way to collect the…? Even in the German sense?

R: No. No.

I: In any sense. And why is that?

R: Why I wouldn’t collect empty plastic cups or what?!

I: Yeah, it becomes pretty obvious why you wouldn’t …!

R: ha ha!

I: There’s no need for it in your mind. It’s collecting rubbish in a sense!

R: It would be rubbish for me.

I: Good stuff! [Shows Coca-Cola offer with two bottles for 35kr with coolers in the shape of football kits in various national colours] If you were given the opportunity to…?

R: It’s the same thing.

I: Even though, you’ve got two for 35 kroner.

R: If that’s cheaper than normal, but I think it’s normal. It’s not an offer that they have only for this event, I think they always have two for 35. Maybe, like, I would buy it if I knew someone that could be happy with it. Like, I have a little nephew maybe I would buy it to give him… I don’t know what he would do with that!

I: Exactly… Again, a close up of the same thing. In German colours this time, but there again…

R: No…

I: You feel that’s it’s almost too far, too much in a sense.

R: I’m not sure if I’m disgusted by it, it just doesn’t appeal to me. It’s, like, useless ….

I: and another [a picture of actual Danish football players posing with the promotional autographed cups].

R: That’s Simon Kjær.

I: Yeah, that’s right and Thomas Sørensen even though he wasn’t in it, he was injured anyway…

R: I don’t like him anyway… Whatever product he would campaign for it wouldn’t even interest me…

I: That’s good.

R: … I mean, as a player I’ve never heard anything about him otherwise but I don’t consider him as a very good player!

I: No, that’s cool. Fair enough. So, his connection with that advertisement would almost create *more* distance for you because of your dislike for him?

R: No. I don’t have a dislike for him. It’s just in that case I cannot even understand why, well, I guess he’s big in Denmark. He played for Wolfsburg in Germany…

I: Juve as well, didn’t he? Juventus? He played in Italy at some point. This one [promotional EURO 2012 Carlsberg six-pack where you get a red and white feathered head band] again, if you were going in for a six-pack? Would that…?

R: No. It’s the same case with the little T-shirts for the bottles…

I: It’s almost, actually annoying to get this!

R: Ha!

I: Would it be in your mind?

R: If I could give it away, or if it would be fun in the moment maybe.

I: Can you imagine, not in this context, but even if it was in the German colours this head thing?

R: In the German colours it would be even more strange. I wouldn’t wear it in the German colours.

I: And, that was the last. I think we’re done. That was cool.

Interview Two Danish. 26. Male

I: It’d be great if you could introduce yourself.

R: My name is … studying at Aalborg University Market and Consumption [CCG] and I’m 26 years old and I followed the European Cup 2012.

I: Good stuff. Can you name any of the main sponsors, main business partners of the EURO 2012? Off the top of your head. Or even guess.

R: … Jeez. Yeah. I saw, like a million times in the adverts but… I find it kinda hard to pinpoint a … specific, erm… No. I don’t think I’m able to. … I mean I er, … Not the official sponsors at least I remember some of the billboards but…

I: What are some of the billboards you can you think of?

R: I can think of definitely McDonald’s. And I remember them predominantly for the pay off they have, like the slogan, because ‘I’m Lovin’ it’…

I: Umm.

R: … because obviously when the Germans played it was in German. Which was a quite amusing ‘IchLeibe es’…

I: Yeah, I remember.

R: Yeah, er… I think that was, I guess the singlular one that stood out for me…

I: Yeah.

R: Er, during the World Cup, the European Cup sorry.

I: How would you describe your football knowledge or viewing. Do you keep in regular contact with a league?

R: No, I don’t. I mean …er, I guess my relationship to soccer is in the sense that I grasp the game. I watch European Cups, World Cups but I don’t follow any particular team, I don’t follow club football at all…

I: OK.

R:… but like the big events I do tend to follow it.

I: Cool. … But, obviously having referred to the McDonald’s, … when you watch a match would you say you are totally concentrating on the football or…?

R: I would say for the most part and again, maybe based on, the fact that football isn’t like a major interest for me, which probably makes for the whole situation of watching football more a social activity than anything else. It’s not to discuss different tactics, so, I guess, in a sense it’s sort of disrupts my focus and attention. Also, like in just the basic…

I: What does?

R: The nasiccs of following the game which means, that I would be more focused on referring with whom I’m situated in the room with and to talk with instead of dedicating my focus on the game.

I: Yeah, of course. If there was a quiet point in the social side would you solely watch the football or… Have you tended to notice other things such as the pitch-side advertising, or…other aspects of the television experience you could say?

R: I guess I wouldn’t go as far as to say I pay any particular attention to advertising as for the billboards situated around the field. I guess, if it’s a particularly boring match, it’s more based on commentary, the surroundings, the audience, their reactions and … Yeah, I guess, that’s about it. I mean, it’s kind of hard in retrospect to reflect on it but I guess I do in some instances pay attention to some of the adverts that are present but as this sort of goes to show I don’t remember them. I don’t have any clear recollection of what I saw or measures they try to receive them.

I: That’s cool. … Why is there such advertising in football do you think? Particularly, in terms of the EURO 2012.

R: Well, obviously based on the sheer number of people watching at the stadium and of course the exponential size of the audience watching from their television sets...

I: Yeah.

R: … And, obviously with technology making it possible for pretty much anybody to watch the game anywhere makes it a big factor for advertisers to promote their messages… So, that’s one thing. And, I guess it’s a way to instill the image, or the brand of particular companies like McDonald’s or whatever else is present. At the same time … it doesn’t sort of, it doesn’t really provide, for me it doesn’t really provide with anything specific…

I: No.

R: … and I what I sort of gather from personal experience, or personal opinion from what I do as a student I study as a scholar we crave more… if I was to actually reflect on an advertisement at a game I would need a more substantial information detail or why the hell I should bother with this brand product or whatever.

I: Yeah. Is their involvement wholly beneficial to them?

R: To the companies?

I: Like, say for example with the McDonald’s example, is that, is it beneficial for them to be associated with a sporting event? And why do you think?

R: Ummm… Well in the case of a McDonald’s I mean … I guess in some sense. I mean, in one way it’s kinda contradictory in the whole case of contrasting McDonald’s with sports because it’s almost mutually exclusive that one’s fast and one is sport and sport is very based on being healthy diet and stuff like that. But at the same time I mean I don’t think everybody makes this distinction between the two things. And we have a rich culture, at least here in Denmark of course at European events as well, and we drink beer which is unhealthy as well. And, I mean, in Denmark brands like Carlsberg is very much associated with sports and McDonald’s is very convenient, I mean, why not broadcast their brand as well? I could imagine walking from a football match and grabbing a quick burger at McDonald’s, I mean ....

I: Yeah, yeah. Fair enough. … What other…? Can any brand have a connection with something? Anything for example. A company’s connection … Continental the tyre manufacturer was also one of the main sponsors. Like, one of the main head, business partners. They appear on the website. … I know you’re probably not in the business for buying tyres but can you imagine anyone would think that’s a positive thing? Or a negative thing? Or…?

R: I would say more like an indifference attitude towards that particular one because at least for me I don’t associate it with sports, it’s not something I can immediately consume afterwards which makes it, sort of, far -fetched. Again, I would state that sort of, for me, relates to the fact that a mere branding campaign of just a company name of the tyres doesn’t make any sense to me because it doesn’t pinpoint how I should relate to the company based on the action of watching a soccer game or participating in, sort of, the European Cup mentality. … So, I could imagine from a corporate point of view they get some exposure, they get some clicks, but I would definitely say that there are brands and companies that are more suitable for such an event.

I: Is exposure enough do you think? Or should advertising lead to sales?

R: Well, I mean, I think... Advertising is a sort of broad concept it entails everything ... to the pinpoint of billboards and ads on the internet with banner links sort of goes with the development that’s not really enough. And I would say in case of tyres it’s definitely not enough because it’s not directly – for me at least – not something that I would directly associate that’s beneficial for me or something that I would even consider engaging in ... and I mean we’re more and more resilient towards the old -school advertising with pop-ups and banner links ...

I: Which in itself isn’t particularly old-school with banners. It’s only five ten years ago in a sense.

R: Yeah, but it’s old-school in the very fast progressing history of technology and... I would say that it, sort of requires for a tyre company... I’m actually quite surprised. I mean obviously it does give some exposure. They would definitely need a strategy that follows through on whatever billboards or banner links they do that actually makes it beneficial for the dealer to engage in something on the lines of their product ...

I: True. True.

R: ... And, as I stated in the beginning of the interview you see it, and obviously I remember McDonald’s because it’s such an immense brand. They have the pay-off, but other than that I don’t remember it. ...

I: No.

R: ... And I never reflect on it.

I: No, fair enough. So, do you think, in the sense of the fast moving technological landscape we’re in, in terms of advertising, is there a place for pitch-side advertising?

R: Yeah. I would definitely say so.

I: why, and how?

R: I mean, it’s been, like vital for the advertising industry for so many years and I still think it’s very important just now, it’s a matter of proportion and how you implement your advertising in your marketing mix and I think that there is a huge emphasis on the concept of marketing mix that you actually link your different strategies of advertising and branding with communicating with your peers, your consumers. So,I mean I wouldn’t go as far as to say it’s obsolete to do it but I think it’s even more now important that they actually link it with company profile, with what else they do in order for it to make sense otherwise it becomes obsolete.

I: Yeah. You said it was vital for the advertising industry but who else could it be vital to this pitch-side advertising, do you think? Is it just beneficial to the advertising companies that...?

R: Well, I mean no. In an economic sense it’s important for sports events in general. For finance because obviously if they become sponsors or partners they contribute with a lot of funding for.... So, it’s vital for everything. Whether it’s the World Cup or a local event that you have sponsors that contribute with the funding for you to go on with your projects. So yeah.

I: It’s just that on a grand scale, in a sense it’s just form local events, as you said, it’s just an expansion of that.

R: Yeah, definitely.

I: Good stuff. ... So far, you’ve said the advertising in football isn’t detrimental to your viewing of a football match, so to speak.

R: No. I mean.... Obviously even though I consider myself very resilient to advertising, you’re always going to be effected by something, you’re always going to remember something like McDonald’s ...

I: Are you hungry by any chance?!

R: I might be a little hungry! ...

...

I: You said it doesn’t interfere with the match, so at this point you say you’re quite resilient to advertising... at this point it’s still a natural part of football it’s not over taking...

R: Yeah. Because it’s always been a part of ... in the sense that advertising, again if we use this conventional terminology advertising is billboards, it’s ads before the game... From what I think it’s, the concern is not to make it so irritating. For me, adverts which is very dominant within some European spots events in general is very dominant and it’s very annoying because you want to watch the game you don’t want watch,like a ten minute commercial or anything. ... I would guess it’s finding a balance between actually broadcasting your message, your brand what you actually want to communicate and keeping at sort of a level where it you don’t get annoyed and you still manage to establish a connection between the viewers and your profile, your company.

I: Cool. That’s brilliant. Would there be any way, say a product had a connection with the Danish team, or even just being a sponsor of EURO 2012, would that influence, in any way, your purchasing patterns? If you were going to watch a match and, for example, you want some beer, and money was no problem, would that influence anything you think?

R: Umm, not directly. I don’t think so. I mean if it was, sort of, very objective, I would, it wouldn’t affect me in any way, because I would have my own opinions on what I would find suitable for whatever .But, obviously, I mean, in the situation of if you’re attending a sporting event and obviously you going to be restricted by what you can purchase and it’s always going to be limited by the sponsors so it’s in a respect it makes sense ... and there are numerous examples of companies brilliantly incorporating branding like in Denmark Tuborg, Carlsberg which is basically the same company. One is directed at music, one is particular sports. Absolutely magnificent. But, as far as to say when I’m watching the game on television I don’t, I’m never going to prefer one brand to another just based on them sponsoring some team.

...

I: Say, if there was a competition or something that you could enter or, would that influence? Or betting? Or something like that? Would that influence that?

R: Well, I’m not really a betting man! ... I don’t know, I mean ...

I: [interviewee in first interview] brought up the idea of a competition for a car for example with a very easy question to answer. Would that, would you do because it was an interactive sort of form of advertising in a sense. Would you...?

R: If it was appealing. If it was entertaining I would probably.... I could, I mean, I haven’t really done that. I haven’t really engaged in competitions in a sort of overall perspective. .... I could see myself engaging in a competition as long as it’s not like, blatantly obvious that there is any form of manipulation or any form of the core, direct marketing branding ... I could participate in a competition. No strings attached of course, all these things that it has to be easy, accessible and.... Whether or not it’s sort of changes my overall perception of the brand I’m not really sure. It’s hard to say whether it influences me. At least for the duration of the competition I would interact with the company and their brand.

I: That’s cool. What ... products work very well in terms of sponsoring EURO 2012 and why? Could you imagine. Can you think of any?

R: ... Well, oddly enough I immediately think it should be something that reflects sports sponsorship, like healthy products. It’s not really. It’s beer. It’s McDonald’s. It’s, I don’t know, cameras which sort of makes sense I mean...

I: Why do think those companies go for it even though they don’t have a natural association with sport?

R: Well, I mean, having a good camera sort of makes sense, being at the pitch wanting to take great photos. Obviously we are bombarded with images from World Cups and websites and paper, tabloid newspapers... So, again for me, it’s sort of I can’t really name particular companies but I would go to say that it was companies that sort of reflect the needs of the viewer of the audience and not really the essence of the sport or the core values of participating in sports.

I: That’s good. Is there any companies that just couldn’t do it? Why are the ones associated with the EM [EURO 2012] do you think are in there? We’ve talked about tyres. You’ve got McDonald’s. The beer. Camera. Why is that? Is it because they have the most money, or is it because...? Why is their connection so strong with these events or EURO 2012 do you think? What’s the benefit for ... EURO 2012 or UEFA [the European Football Association]? Do you think?

...

I: Is there any benefit for the football, other than just the financial side?

R: Ermm... That’s a good question. I have absolutely no idea. For the event in itself?

I: Does it work both ways in a sense? Say, having Continental Tyres is that a good thing or a bad thing to have associated with...? Because...

R: Ohh! ...

I: A sponsor that doesn’t actually fit with football. You understand, perhaps beer, McDonald’s, cameras...

R: I’m not really sure... For me it doesn’t really make sense. In one way it doesn’t make sense that a *tyre* company has adverts at a European Cup ... at the same time, I’m sort of willing to say that it might not be a ... it sort of makes sense because obviously it’s mutually beneficial to both the event and the sponsors and we are so used to having advertising that we’re not really that focused on creating a link between the event and the advertisement itself. At least not in the ten seconds view we have of the advertisement. I’m not going to say, ‘oh that’s totally ridiculous. That doesn’t belong here. Erm, other than that I’m... I don’t... For me, it’s sort of easier to reflect on small events, because it would be easier to accept sponsors that sort of is relevant and is in direct contact with what you’re doing. Which creates a link between sponsors and the narrative, the history you want to promote with your event. But a large scale event like the European Cup you could pretty much incorporate anything. And the sheer numbers says that it would probably pay-off even it’s a tyre company that it would be beneficial because you would get so much exposure to just the sheer number of people viewing.

I: After having talked about it, do you have any ideas as to who the main partners could be? Obviously not Continental! But any others? You mentioned McDonald’s.

R: It’s so embarrassing. I should...

I: You’re not going to get marked on it!

R: I know!

I: I was just wondering if you could recall them, that’s all. Because sometimes after chatting about them for a bit.

R: No, I really should...

...

I: I’ve got some pictures here. [shows picture of Carlsberg six-pack with free head-dress in Danish colours deal]

R: What is that?

I: A head dress you get when you buy a six-pack of Carlsberg.

R: I would never...

I: Ok, so that could actually be a problem?

...

R: If it was cheaper to buy the six-pack with the bloody hat then a regular six-pack then I would buy it.

I: Of course. [Shows Seven Eleven EURO 2012promotional campaign poster]This is Simon Kjær [Danish footballer]I think his name is. He’s balancing a coffee cup with DBU [Danish Football Association] on it... I’ll just how you the close up. Because of that you can cups with their autographs on. Would that be something that influenced your...thoughts?

R: Well, no. I guess that’s probably my lacking interest in the field of football, soccer. I wouldn’t engage in that type of....

I: Same with these [Seven Eleven EURO 2012 promotional Coca-Cola campaign poster with little cooler kits in some national colours] you get two for 35. I suppose this is relatively good offer. I don’t buy Coke generally so I... But you get these, again would that influence your decision? The little football kits? **27.52**

R: ... It might. In the spur of the moment it might potentially. If I was psyched with a group of people and it would be a fun thing to do... I’m not going to deny that it could be an option but ...

I: It’s all in the context of it.

R: It’ very much in the context of it. And, for me it’s very much in the social context of sorting making sense at the time so it would be an impulse thing.

I: Cool. Here, we go, a few more. [shows Danske Bank Danish national team promotional poster ‘Vi bakker landsholdet op’] Do you you know who backs the national team up?

R: No.

I: Those colours aren’t enough?

R: Not really, no.

I: A close up of that.

R: Oh, yeah, it’s Danske Bank right?

I: Would that influence your decision knowing they supported...?

R: Definitely not, no.

I: Have you got previous problems with Danske Bank?

R: I have absolutely no previous problems with Danske Bank. The link between Danske Bank and soccer doesn’t make any sense as for me to decide on anything.

I: So, in that sense, if the link doesn’t make any sense would you be influenced? [shows promotional sea salt and oregano in Danish colours with ‘Kom så Danmark’ on the label] If you went to a shop and had to buy some sea salt and oregano... Exactly the same price for the two things. Would that influence your decision?

R: Erm... I don’t know. Maybe as a fun thing during the European Cup after it wouldn’t make any sense for me...

I: No.

R: I wouldn’t do that. Regardless of price...

I: And there we go. Thank you very much.

R: No worries.

Interview Three Born in Spain but Moved to Denmark When he was Six. 26. Male

R: I’m ....I’m 26 years old. I just graduated from the CCG Programme in Aalborg, the market and consumption stream. I’m a Spanish guy, but have been living in Denmark for the last twenty years....

I: That’s cool. Start with a general question. can you name any of the main sponsorship partners of EURO 2012?

R: Yeah, it was McDonald’s... KIA I think ... Carlsberg ...Coca-Cola ...Er... I think Adidas was one as well. ... I can’t remember more.

I: That’s cool. Very good, very good. If you had to get marks on that...! In terms of the pitch-side advertising, how much would you say you notice them? ... If you’re watching Spain, or even Denmark for example, play could you say your eyes wander? Could you even say that?

R: Well, I don’t know how much I notice it, because you’re usually used to having advertising in football in the banners on the sideline. The one I’ve noticed the most is the McDonald’s one. The official restaurant of EURO 2012 for me, I thought, ‘that’s a funny thing’. A fast food restaurant being the *official* restaurant of...

I: Why is it a funny thing?

R: Because it’s a fast food chain. And you don’t combine professional sport with fast food.

I: Who is that a benefit for? Is it just a benefit for McDonald’s? Or...? Does it improve their image as a brand, would you say?

R: I think that it improves the brand because there are a lot of people watching the EURO 2012. And, also, maybe the kids, the children who are watching would really want to go and have some McDonald’s afterwards.

I: So, you can understand the connection?

R: Yeah, definitely.

I: So, in that sense, it might be a strange mix, but the more you think about it the more it makes sense.

R: Yeah.

I: Does it fit with football in that way?

R: McDonald’s...? In theory I’d say no, but brand-wise McDonald’s is such a huge brand so, yeah, of course. It’d be weird not having them there, if you understand me.

I: Yeah, that’s good. ...

R: The same with Coca-Cola.

I: Yeah. In the sense that it’s a strange mix but it’d be weird not having them there.... In that sense, what of the main sponsors that you just mentioned make sense? In terms of EURO 2012 connection.

R: I think the Carlsberg.

I: Why’s that?

R: Carlsberg has always been a big brand for football.... Err, it is in Denmark. It is in England. I think it’s in all over the world that Carlsberg is known as being the football beer to drink.

I: And that would be...? That’s beneficial to them, their appearance there.

R: Their appearance there is very beneficial to them. I don’t know if it was Carlsberg they serve at the stadiums, but, yeah, it’s very beneficial.

I: That’s cool. Something like KIA, as you mentioned. Why do KIA advertise at EURO 2012?

R: ... Probably to get, to create awareness of the small European, of the small cars that fit in European countries.

I: Yes. Very good! ... And do you think that strengthens their brand or weakens it?

R: I don’t know if there are more car companies branding them but, the sole one I remember, yeah, being the only car brand there, then, of course.

I: Would that influence...? If you were in the market for any these: McDonald’s, KIA, Carlsberg, Coca-Cola. Would that influence your decision because they were in a partnership?

R: No.

I: No way. That’s not a... OK. Another one was Continental the...

R: The tyres.

I: And Castrol oil as well.

R: OK.

I: Again, what are your thoughts on those two?

R: ... to be honest I don’t know much about them. Er, they don’t really... for me, they don’t really fit at a football event like this but ... but, of course, many of them doesn’t do that. The only one who actually is a football brand is Adidas.

I: That’s true, yeah. That’s true. OK. But because they don’t fit, then does that, is that a problem for them?

R: Not at all.

I: No. Why would it be beneficial for them?

R: For them, they get the exposure. It’s an entire month of a football event and before each game, or on the pitch it’s on they get their name out. Not only for the people in the stands but for those people watching at home.

I: That’s true. And you feel ... Two schools of thought that I’ve discovered say exposure is enough for advertising, but the other school of thought is that advertising should lead to sales.

R: Yeah.

I: Have you any thoughts on that? In terms of say Castrol and ...

R: Yeah, probably. If you are in the market for buying tyres or oil then you probably think ‘I saw Continental tyres at the EURO, they must be a good brand then’.

I: Good stuff.

R: Er... and the same with oil.

I: So, in a sense you’re saying you could say it strengthens their standing.

R: Subconsciously I think so, yeah.

I: Good stuff. ... How...? You said that advertising was such a case where you’re used to it. It’d be weird not having certain brands. Did it ever get to the point where you noticed it to the point of it being annoying? I’m talking about adverts perhaps, not just round the pitch but also adverts during the match, well, not during the match but half time for example.

R: The Coca-Cola one annoys me. I don’t get the picture of how a goal at a match gets you to drink Coca-Cola then you turn into a creature. That one annoyed me.

I: Yes, that’s ... I can understand that! That annoyed me as well. ... What does that mean? Does that effect your drinking of Coca-Cola?

R: No. Not at all.

I: Are you a Coke drinker?

R: I am a Coke drinker.

I: OK, so that’s nothing.

R: I haven’t changed. I haven’t bought less Coke because of that advert.

I: OK. That’s cool.

R: But, maybe because I know the brand. I know the product and that’s the Coke that I like.

I: Good stuff. That’s cool. So, in terms of a connection with EURO 2012, there’s ... because obviously you drink Coca-Cola. If you were buying a beer? When we went round ... that time, you bought some beer. Say, money’s no object, because you’re coming to a EURO 2012 match would that influence your decision in that regard?

R: Of buying a beer? No. ... I’d probably go for the beer that I like most!

I: And, that is, would you say?

R: Tuborg.

I: OK.

R: A brand of Carlsberg’s! Ha ha!

I: That’s true. Not branded , but a part of the same...

R: Tuborg is the music brand of Carlsberg.

I: Yeah, exactly. But, as you say, we all know it’s Carlsberg. But it’s the music thing which is very strong.

R: Yeah.

I: So, as you say you’d pick a six-pack of Tuborg over Carlsberg?

R: YES! Every time.

I: OK.

R: Because of the taste.

I: Nice, yeah.

R: But,of course at the Roskilde [music festival] Tuborg is the main sponsor and it’d be weird if it wasn’t there.

I: Yeah, yeah. Yeah, I remember ... So, Tuborg have done for music what Carlsberg has done for ...

R: For football.

I: Yeah, yeah. But, perhaps on a less international scale.

R: Yeah.

I: That’s cool. ... Is there any way that advertising by the Danish football team or the Spanish football teams, would that influence your decision if they started advertising a product? For example, I know you’re a Barcelona [football club] fan, Messi [the star player for Barcelona] advertises Pepsi for example.

R: No. I don’t get influenced like that ... Even though Messi does Pepsi commercials, I still drink Coke.

I: Yeah, OK.

R: Err, and the Spanish team actually had... it was at the World Cup though, but they had a commercial with the big oil company called Fisol in Spain...

I: Yeah, OK.

R: But, it wouldn’t influence me like that.

I: If there was an incentive in the sense that if you bought that oil – sorry, what was it called?

R: Fisol.

I: Fisol. And they said they’d give money to the Spanish Football Association...?

R: Probably then, yeah.

I: Yeah, OK. ...

R: In that sense, where the product gives benefits to the team, or support a cause that the team also supports then I might. With Barcelona they have the UNICEF...

I: Yeah, that’s true.

R: Which I think is a good cause then of course I’d probably pay the extra bucks for supporting.

I: Yeah, exactly to help...

R: Not for the team, but for the cause.

I: Yeah. ... The advertising round the pitch [at the EURO 2012 games]... What type? Was it static or was it moving?

R: It was moving.

I: Yeah. What sort of benefit...? Why is it moving now? Is there any benefit to that or...?

R: To... I haven’t thought about this but this is a theory I have. They’re moving to catch the eye of the viewer...

I: Yeah, yeah.

R: Because, you’re watching the pitch and suddenly something moves and then you look up ‘OK, it’s Adidas’, and then it’s a subconscious thing I think...

I: Yeah, that’s true.

R: And you say, ‘oh, that’s it’.

I: Yeah. As you say, it’s eye-catching.

R: Yeah. The Eye-catching.

I: So, ... [Respondent 2] made a good point about [website] banner advertising being quite old fashioned even though it’s only ten years old since the first one came...

R: It is.

I: In terms of pitch-side advertising how relevant is that? Can it carry on as it does? Or...?

R: It can. I think it’s very relevant because for the companies who pay the spot for getting the advertising. For them it is very beneficial because they get, not only exposure to the spectators but also those watching in their living rooms. And if you have people watching the football that might not be interested in the football it’ll make them pay attention to other things. If you’re watching football with your girlfriend or your wife or something else where they don’t really are interested in football then they can focus on other things .

I: Exactly. Yeah. That’s cool. In that sense you can see that it’s a long-term thing then?

R:Definately.

I: What’s the advantage for advertisers to be connected with EURO 2012? Is it just advantageous to the advertisers or is it also advantageous to UEFA [European Football Association] in that sense?

R: I don’t know.

I: Is it a two-way thing? Could you argue...?

R: Probably. But, I don’t think it will help UEFA for that much ... because it’s focused so much on this one event.... But the benefits of the advertising I would say exposure. Exposure. The more more you get exposure, the more you get your brand out the more likely it is when you have to buy something that you think of the brand.

I: Yeah. But why is there so much advertising in terms of staging, in this sense a major football event. European football event.

R: Probably to finance the entire tournament. Sponsorships. Because it’s a huge event thta needs a lot of money to run if you say so. They have to build a lot of stadiums. They have to... and I think the advertising money really helps ... finance the entire event.

I: True. It must cost billions of pounds would have thought. ... The fact that Iniensta [Spanish football team star player] for example advertises, I don’t know if he would actually. Torres [A Spanish striker] advertised something, a product a moisturiser for example. Would that influence your decision?

R: About buying that product?

I: Yes, because one of the Spanish players uses it, or says he uses it?

R: Probably not.

I: OK.

R: I’m just thinking of the Bendtner [Danish football player] where he promoted the Paddy Power [Bendtner showed the waistband of ‘lucky’ underpants after scoring a goal with the betting company Paddy Power on them]. It wouldn’t affect me. Maybe if I was a footballer and they used a certain type of boots or protection or anything then I might think ‘OK. They’re using it, it must be good’, then I might consider it...

I: Yeah, yeah.

R: ... but if it’s football beneficial.

I: Yes. If there’s a natural connection with the product they’re using then OK.

R: Yeah. Because if someone uses ‘Head and Shoulders’ I’m not going to go out and buy it because they use it. But if they use Adidas boots then I might think ‘Oh, maybe I should try those’...

I: Yeah, of course. That’s cool. I’m going to show you a few pictures I’ve taken just round town here to be honest. ... This is one of the official sponsors Canon. I saw the name on a camera shop just on the way here. What’s the advantage in that sense? ... Can you see the connection or is it strange?

R: I can see the connection for a camera company as a sponsor.

I: Why’s that?

R: If someone wants to record the experiences at the EURO 2012. So yeah, most definitely.

I: Cool.

R: You have a great camera to record your experiences.

I: That’s good. ... OK ‘Få et six-pack og lækkert hår’ [get a six-pack and lovely hair – a reference to the red and white head dress that you get free when you buy a promotional six-pack of Carlsberg] Is that anything you’d go for? ...

R: I wouldn’t, but I can see how it would affect the sales of Carlsberg. Because then you get a prop to show that you’re supporting Denmark.

I: Yep. That’s cool. Simon Kjær [Danish footballer] balancing a coffee cup on his head. DBU [Danish Football Association] is on there. Ok, in context. I’ll show you the context here: ...

R: OK.

I: So you got the cups with autographs on, and also in Slush Ice format. Would that be something that would make you think ‘I’ve got to go to Seven Eleven to buy coffee because I’d like my Sørensen [Danish goalkeeper] now’.

R: I wouldn’t, but I can see why they do it. When I was younger. I think it was actually McDonald’s I think it was the World Cup from 1998 with the Happy Meal you get a small football player ... of the Danish national team. And we went there all the time!

I: I would have gone for that! Of course!

R: And I had the entire Danish national team.

I: Nicely done.

R: So I can see why they do it and probably if you have kids and you require coffee then of course to bring them a gift.

I: Good stuff. ... Again... [shows two bottles for 35 kroner EURO 2012 promotional poster where you get a bottle cooler in the shape of a football kit in various national team’s colours]

R: Coca-Cola...

I: Is that a good price?

R: That is a good price.

I: So, you obviously get that as well and you...

R: And the jersey for the clubs.

I: What is it? Spain, England, Denmark, Germany and Holland.

R: Yeah.

I: Again, you’re a Coke drinker...

R: I’m a Coke drinker but, again, I wouldn’t buy it for the jerseys but of course I can imagine collectors would do it. And also the slogan is quite good as well ‘Det er en yndig vand’ playing on the first line of the national anthem ‘Det er en yndig land’.

I: Yeah, OK. I hadn’t even got that context. So to instil patriotism as well.

R: Yeah.

I: ... [shows Danske Bank promotional poster with ‘vi bakker landsholdet op’] Do you know who backs...? Who supports the...?

R: Danske Bank.

I: Yep. Well done. Is that anything that would influence your decision? Of choosing a bank?

R: No.

I: Things like this [show picture of Danske Bank promotional activity; an inflatable goal]. This was the second Danish match it was after the [promotional] event, but they obviously had some sort of event going on. Why would Danske Bank feel that it was a good thing to…?

R: Now, they are the official sponsor of the national team. So, of course they are going to expose themselves… to gain more clients, also a being one of the biggest banks in Denmark… So, yeah, definitely; getting more clients.

I: Would it influence yourself? I don’t know if you have any history with Danske Bank. …?

R: I don’t have any history with Danske Bank, so no.

I: Would you go out of your way to…?

R: No by… No, no because I don’t see how the bank, how the financial sector has to do with the sports sector.

I: Again, so the connection isn’t there so it doesn’t make any sense.

R: Yeah, Yeah.

I: Talking about connections not being there. [Shows photo of oregano and sea salt in Danish colours saying ‘Kom så Danmark! (Come on Denmark!)] We’ve got ‘Kom så Danmark’ on some oregano, there was also some chilli thing and I’ve also got, strangely, sea salt as well. K… noticed this in Rema 1000 [Danish supermarket]. If you were in the market for sea salt, both the same price, which one would you go for? And why?

R: I’d probably go for the sea salt that I know.

I: Yeah.

R: Again, I think it’s a nice attempt to get more sales, but for me it wouldn’t… I can see why they do it though … you can spice up your burgers with a sea salt that supports Denmark.

I: Yeah, yeah. And, in that sense, it wouldn’t influence your decision, but you can understand that there’s a way that they have arrived at… that’s cool.

R: Yeah.

I: And the same with oregano. Which one makes more…? If you had to choose. Oregano seems bizarre.

R: It is.

I: I can understand salt because it’s …something that’s used more.

R: What they could have done is take the spices from different, and put the different nationalities on them.

I: There we go!

R: Support the Italians by oregano. Support the… I don’t know. Saffron, support Spain…

I: That’s true. Yeah.

R: Buy bratwurst support Germany. Or something like that. That would have been a good concept for me that you have the different spices from the different nationalities. But to just put ‘Kom så Danark on everything doesn’t work.

I: So in that sense, advertising is effective is when you want to react to it.

R: Umm.

I: Why is that? When is that? In terms of EURO 2012?

R: For me to participate in something there should be benefit for me as well. So, a competition where you have the opportunity to win tickets, or be part of a draw. Yeah. Then I’d do it.

I: If they had a competition for a car running on a banner underneath the screen during the match. Send a text. Would you go for that?

R: Yeah.

I: Even if the question was really easy and…

R: I’d go for it. I think it was Carlsberg who had a competition saying, I can’t remember the competition but you could win tickets. And there was a lot of different…. I think Carlsberg had on their Facebook page on the weeks before the EURO … they had questions on EUROs from the seventies , the eighties and questions of the EUROs in the nineties and eleven questions were put on a football field and the questions were all about football players who, you had to make your team with the football players and you had the opportunity to win tickets.

I: OK. And did you went on that?

R: Yeah.

I: And how did you? What led you to that link? OR to that page, I should say?

R: I ‘like’, I have ‘liked’ Carlsberg.

I: Oh, OK, yeah. … And you have ‘liked’ Carlsberg previously?

R: Yeah.

I: So there were Facebook competitions because there was a benefit to you then…?

R: Yeah, definitely then I’d support the… And, also the Carlsberg thing you saw on the big cans they had the tournament schedule as well. So that’s a cool thing.

I: The big can’s a thing because they actually became… When we were watching matches I’d actually pick them up. They actually became like, what you started with.

R: Yeah, yeah.

I: A really effective thing. I found it difficult finding pictures of them on Google. I don’t know if it was just a Danish thing. They’re were pretty good.

R: I think they’re a Danish thing. They started at the World Cup.

I: The big cans?

R: Finally a beer big enough to share.

I: And what World Cup was that?

R: 2010.

I: OK, so relatively recently. I think we’re done mate. Thank you ever so much!

Interview 4 Female. 22. Romania.

I: So, you’re …. You’re from Romania and you are 22. What is your interest in sport, or football generally? Have you got much of one?

R: Erm, not really, but I just go with the flow. And every time, you know, with the national team, like everyone!

I: So, when the national team plays, would you make a point f watching the match?

R: Yeah.

I: OK. And how would that… how would you watch it? So to speak. Do you get together with people…?

R: With family.

I: OK, family, yeah?

R: And maybe a few friends.

I: Would you make an event out of it? Is it quite a social thing, or…?

R: It could be social. In the university I used to stay at a hostel, so everyone would go outside and get a big TV.

I: Brilliant.

R: The entire hostel was outside.

I: Wow. So, it was a real event. And that was just for Romanian matches; would that extend to a club team in Romania as well?

R: Yeah, yeah.

I: OK, so what club would that be?

R: Steua.

I: Steua. OK, yeah. Steaua Bucharest? Or is that Hungary?

R: It is.

I: It is! I’ve heard of that name! That’s good! So, you have a history of watching matches in a social sense.

R: Yeah, I’m more an outsider but every time I have a chance I’ll just go there. It’s more patriotic.

I: Yeah. That’s brilliant. Do you go for the sport? Or the social side? Or…?

R: Social and again the national feeling and getting up in Romanian.

I: Brilliant. And that’s a strong feeling in Romania is it?

R: Well, it is for me.

I: With Steaua, is that the city team? Or…?

R: Because my sister-in-law was a fan and she told me most of it. And, every time it was Steaua playing I was like ‘yeah, I’ll support you!’

I: Fantastic! Fair enough. And that was your sister-in-law was it? OK, what about your brother? Does he have an interest?

R: He’s doing the same!

I: So it’s from both sides. No, that’s great. OK, so I’m going to show you… I support Tottenham. That’s my team. I’d like you to look through these both. [Hand over two official Tottenham match programmes] This is from last season and this one is from this season. If you look through that one first and I’m going to ask you questions later on. Briefly have a look through. See what you see.

…

R: Yeah. The Mums campaign.

I: Yeah.

R: It was also PMG.

I: OK. Have you heard about it?

R: No, it got my attention because it was at PMG… So Mums Matter, so…

I: Yeah.

…

R: Dental care. … That’s not really sports!

I: No, it’s quite interesting how they… well; I suppose what adverts they use.

…

R: Am I looking for anything…?

I: No, just literally look through it and the other one as well please.

…

R: I like the flashbacks [section in Programme].

I: Yes, it’s a good idea isn’t it? They’ve had that for years actually. I always use to like looking at that. Probably because Tottenham were a lot better in the olden days. The olden days?! Well, black and white photo days!

R: The players are different. Used to be. When Italy lost, it was someone, a player with B and he was crying!

I: Yes. Balotelli wasn’t it?

R: Yeah! I couldn’t remember the name.

I: Yes, he’s an interesting guy. Always causing trouble. He let off fireworks in his house and the fire brigade had to be called… Young guy with a lot of money. I think that’s the problem.

R: Alright.

I: That’s brilliant. Excellent. I’ll put them away.

R: Oh, I thought I saw the Romanian flag [on the back page of the programme referring to a list of the players from both teams that has their national flag next to their name].

I: No, we don’t have any… We use to have Popescu and Dimitrescu. Yeah, Popescu. It was like, ’95-’96, or ’94. So that was … Good! So, going away from that. How do you react when you see adverts generally on television or when you’re streaming stuff, or…?

R: Adverts?

I: Say, on television in the middle of a … you’re watching a programme or a film and then adverts come on. How do you feel about them? Is it…?

R: Yeah. In Romania there on all the time on almost all channels. But the national channel introduced, like, a few years ago doing the movie with no commercial interruptions. So it got me… At first I was really excite about it ‘finally, I’ll be able to watch a movie entirely’.

I: Of course, yeah.

R: But, then I was thinking. ‘Right, but maybe in that break I could see something to do or, have a break for myself to have a glass of water, or, whatever.’ So, I’m not sure, I think I kind of like commercials!

I: So commercials, for you, in a sense, would be then as more for a break for yourself?

R: Yeah.

I: So, you’d use that to have a break from the film and get some refreshments. So, it’s actually not so much… You would still…?

R: I would still watch them, because of my area of interest. I like to see what is new and how they approach it.

I: Brilliant.

R: Comic…

I: so, it’s not something you avoid?

R: No.

I: In terms of… In Romania are commercials something you would talk about? If there was a funny one?

R: Yes. Definitely. I hear… sometimes it can be a jingle, or something and I can hear the children playing outside and, actually singing the jingle.

I: OK. Is that a specific one? Or…? Is there a commercial with children in it and that reminds you of that jingle? Or…?

R: No, it’s the actual jingle itself. Because they used a song, that was around Romania and they just replaced the lyrics for something with the campaign. So they were singing not the song but the advertising.

I: Yeah, OK. A very good idea. That’s good. Interesting. … So, do you know…? If I asked you what is sponsorship? What would you say to that? Why is it different from advertising?

R: Errr…. Sponsorship. An exchange of services. So, it’s quite like a barter… It goes with the CRS companies… I used to fund raise. So, in Romania it goes quite well, but… Once I was thinking to do the same in Denmark, but it’s quite hard. I had a rough time with it.

I: Why is that do you think?

R: Don’t know. Companies are not interested in it so much advertising in these events. They can easily sponsor an event, but they’re not really interested in the long term project.

I: OK. In that sense.

R: Because I had a really large offer with advertising spots…

I: And you suggested that to a Danish company?

R: Yep…. But, they said ‘we’re not interested’. Maybe the event was too…

I: What event was that for?

R: It was a summer school in Viborg.

I: OK. And you asked…? What sort of companies did you ask?

R: Quite big ones. Like Coca Cola and Faxe Kondi. They were quite interested but then they lost interest. And Hummel.

I: Hummel? Wow. So, this is your job? Do you still have this job?

R: No.

I: That was when you were based in Romania? Denmark?

R: Viborg.

I: Viborg. How long have you...?

R: I was last year for three months and this spring for four months.

I: That was part of the summer school, or…?

R: Yeah. I was part of the event planning.

I: OK. Fantastic. You’re an expert. That’s brilliant. Do you feel sponsorship works?

R: If it works?

I: Or, how does it work? If a company sponsors…. Say, if Coca-Cola had sponsored that summer school what would they have got out of it? What would Coca-Cola get out of it?

R: Yeah, we were thinking like, advertising place on bicycles and all sorts of the giveaway things. Like pencils, bags… which would be suitable for a summer school.

I: So there was a link between, it could be useful; even though it was Coca-Cola it could be useful to the students.

R: And it was an international one, so that is why we approached the international companies.

I: So, you feel it does work if its, if there’s more than just…. If Coca-Cola had just come in and put a few signs up does that work as well as them giving out pens and things as part of it?

R: Yes. The sponsorship is being more human. To be closer to your consumers, so perhaps there some of the companies there speaking to the people there, I don’t know – this is how I see it. The company being taking the shape of a personal object either than the bottle of Coca-Cola. And, also it’s something that sticks with you. Everyone has the shape of the Coca-Cola bottle… but you have the pen and you write with it all the time. Sometimes you actually brag about it ‘I have a pen with Coca-Cola’, or whatever.

I: Brilliant. So, they’re the benefits of Sponsorship as in someone has a pen and it’s always there, but what about the disadvantages of sponsorship? Would you say there are any? If a company just gave a lot of money and if they had to produce pens as well, for example, they’d have to give, I’ve heard a dollar equivalent for how much they give in sponsorship to the added campaign of the sponsorship… So, not just… so, if they gave a million dollars just putting signs up then they’d have to give a million dollars for the pens etc. Is it still a benefit for that company to do that?

R: Well, it depends on what you are sponsoring. I don’t think you can go that broad and say that with sponsorship in general. But you can apply it to every context, every event itself. For example, I had an advertising and PR festival I used to be a volunteer. It was Danone… So, they had a new product and they actually tested while, through this sponsorship. So, they were like two fridges full of that yoghurt and cereal, but they were not on the market yet so they were there testing it, to 200 people to see if it actually worked. … It was too much and people were ‘errr’, so we actually had to give feedback to the consumers… so it was a good one.

I: OK. So, in that sense, for it to work perhaps you need to add to … you can’t just put signs up you need extra things as well. And also to respect the consumers and ask how they feel about it.

R: You don’t need to feel with your presence but just be a silent presence whatever. That sticks with you.

I: That’s wonderful. That’s really good. In terms of sport sponsorship, why is it so prevalent? Why does sport need so much sponsorship do you think?

R: Well, it’s everywhere. Everyone goes to something. … I used to go to handball matches in Viborg…

I: Of course, big team down there.

R: … and they had a Romanian player, but she left. It was everywhere, but local companies energy… but, it’s there, and usually the community feels that the companies are there and they support the local talent or support the values and so forth.

I: Brilliant. That support comes from not just supporting the talent on the team, yeah, like you say, the values of the team but also the community as well. Brilliant. OK, you’ve touched on it already but what are your sponsorship memories – you’ve obviously got quite a few – but, is there anything that sticks out from the handball matches you were at? Perhaps going away from your work that you’ve done, when you’ve seen matches are there are sponsors you particularly remember or…?

R: Usually the big ones Samsung or…. At the beginning you wonder ‘what are they doing there?’ Presence. It’s actually technology and it actually makes a lot of sense with sports. The technical part.

I: OK. Why does it make such…? Why is the link do strong between sport and technology now? Do you think?

R: I don’t know something that makes sense over there. Mechanical stuff. It doesn’t need a story. It doesn’t need something. It’s just a logo especially so they don’t have to make a big campaign out of it; it’s just there.

I: Brilliant.

R: Although the field is covered with logos, so once you have a strong logo then you’re alright I think.

I: Fantastic.

R: It’s also like the ones which are the main partners which are on the t-shirts… sometimes; I can’t put my finger on it… I can’t remember…

I: Brilliant. Would a sponsor… that chose to sponsor a team, a sponsor that you have a tie to, a strong feeling towards to that sponsor, would that make you make you go and see that event or team just because they were sponsoring it?

R: Could be actually.

I: OK. Could you give an example of a brand you could think of…?

R: I remember the one with the t-shirt right now.

I: Yes.

R: The handball team and Telia – the cell phone…

I: Yeah, yeah.

R: … I think I saw some spots, some TV spots with it and it caught my attention. It was Telia, then the handball team it made some connections in your mind if you go there…. It goes somewhere and from the beginning you start to see you have heard some of the things so you know, so don’t go to a place all unknown. You start from some things you already know.

I: Yeah, brilliant.

R: You’re bit on the same ground.

I: Some of the ground has been made up because you know … because you’ve got both a connection with the handball and Telia. Did you have some connection with Telia before or was it because of their…?

R: Yeah. The first time that I got to Denmark I had the roaming activated so the first company which got my phone was Telia so actually my first connection to Denmark was Telia…

I: Have you changed since, or…?

R: Yep.

I: Fair enough. So it’s not enough to keep to them, but you have, what could be described as a soft spot towards Telia because they were the first phone company because they found you almost, just by roaming…

R: Yeah, yeah.

I: And with the handball connection that became stronger would you say?

R: They found me, that’s a little scary!

I: Yes, perhaps! … Would you develop a loyalty towards a sponsor because they sponsored something that you were…?

R: Yep.

I: So, if someone came along and sponsored the Romanian football team would your interest in that sponsor grow, or…?

R: Yes, like I said before, it’s that human part creates that – at least to me – creates that loyalty. I cannot be loyal to a brand that has nothing but a story on a print or whatever form of advert once they go in other areas like sport or other events … this kind of stuff they get to grow on me.

I: Fantastic. … Right, there’s obviously huge amounts of money being paid in sponsorship deals to the point where it’s obviously more advantageous for the bigger companies as they have more money to do it. There’s a concept called ambush marketing where companies, say if Adidas were sponsoring – which they did – the EURO football championship there has been talk where consumers get confused if they’re shown Nike, for example when asked if they’re the main sponsors. … What’s your stand on that? Do you feel that because Adidas had paid for the right to be the main sponsor do you feel it’s right or an unethical practice for another company such as Nike to try and get in on that or…?

R: No… I think I shall call it something like cannibalism where another term would go in another area, but actually, this is it it’s a full market place and you have to die and kill for market share so why not? What’s right?

I: Fair enough. That’s brilliant. Can a … through a sponsorship partnership – so to speak – can a company improve its image? Barcelona were sponsored by UNICEF for example and I think they still are actually. Can you say that helped Barcelona’s image because they were sponsored by a charity?

R: I’d go the other way so I think Barcelona would help UNICEF….

I: Yeah, OK, in that way. Why would that be?

R: It’s like, erm, … it would look like they’re playing for the rights and values that UNICEF also value. So. It’s like a game, a football game for showing their values. But UNICEF …

I: I’ve thought about it quite a lot. I don’t know what I feel about it in a sense. I remember when it first came up and they announced this partnership, this sponsorship I was quite, because normally it’s the company - the sponsor – that gives money to Barcelona which I’d find quite strange for a charity to give loads of money to a football club…

R: It’s quite confusing. The Barcelona players actually pay UNICEF!

I: I think actually, I don’t know. I think they just put the name on. I don’t think there was any perhaps money involved in perhaps the usual sponsorship…

R: I’d hope so!

I: Yes, with all these children starving because Barcelona need a few more footballs or something! Yeah, so, I’ll have to look into that. But in that sense do you think it can quite confused…is it a straightforward one or does it create slight confusion?

R: I never saw it as UNICEF sponsoring, actually the other way around. So, it would make sense, lots of events that take place and them playing a game for to benefit them… maybe part of the tickets sold are given to UNICEF, so it’s there. It’s really important to be on the t-shirts especially, as the t-shirts are sold – the players’ t-shirts – are sold with the logos. So you wear them and take them with you.

I: Who does that benefit then? In terms of that partnership UNICEF and Barcelona, in that partnership.

R: Both.

I: Both, yeah.

R: It’s a right thing. They play in the football team and they support a really good cause, worldwide spread and you can find it in everyone’s hearts …

I: The emotional side of it as well, yeah, of course. In terms of, yeah, a beer company, say, Carlsberg sponsoring Copenhagen does that improve the image of either side or is it…?

R: Carlsberg sponsoring…?

I: FC Copenhagen the football team.

R: Is this, like, that’s connected to the habit of consumers in front of the TV … every time you watch a football game you have to drink beer. Which brand? Carlsberg. It makes sense.

I: So, that makes sense as well. But image-wise…? In the sense of the Barcelona one it’s quite an obvious example, is there any improvement in image from either Copenhagen football team or Carlsberg? Or is it just become one thing? Or does it improve the image of either company?

R: It could be, because it’s one of those big brands so it kind of adds some kind of value to each other, so if you get, not Carlsberg, but, I don’t know, Royal … it won’t be the same. Royal’s more with the music and that part so no one would have any benefit from it so actually it goes in a really smooth line from the team and the company itself because, once you accept the sponsorship then you accept some of the values: you’re playful, dynamic, supporting the sports activity or whatever, so I think they actually combine. You don’t actually choose randomly …

I: That’s brilliant.

R: You make an analysis.

I: So, for the benefit of both the sponsor and the sponsee as you could call it. I don’t like that word, but that’s what they call it apparently, that works. But, if there wasn’t a natural connection between the team and the sponsor, what do you think of that? I can’t think of an example, but an obvious one – this hasn’t happened because they’re not allowed to – but a tobacco company sponsoring a football team. Would that be…?

R: They have no connection in their values as I see it.

I: OK, let’s say McDonald’s instead, or Burger King, if they do sponsor a football team – as they have done in Spain – how does that work?

R: … It’s about the general opinion so there might be from the fans of the team, or those who they are playing, a lot of them not agreeing with McDonald’s or Burger King and that’s not the right place to convince them or the right way to do it. On a field they might get angry about the sponsorship and forget about the game!

I: Brilliant! I see what you mean. Because of the lack of connection, the natural…

R: And, also the brand itself to the consumers and loyalty towards it. You cannot go there if you also have enemies in the field.

I: I see what you mean. Brilliant! Very good. So people that are, perhaps, customers of Burger King, but are enemies of this football team it would be a problem for them to go into Burger King because they sponsor a rival team would you say?

R: Could be… It could cause conflicts.

I: Brilliant. You’ve just answered a question later on as well! And, actually the next one! That’s brilliant. So, … multiple sponsors. Actually talking about Carlsberg there’s, erm and EA Sports as well, they have an agreement in the Premiership (the top football league) in England they have an agreement and part of this is that they sponsor a number of teams. Now, I’m a Tottenham fan and I don’t like Arsenal or Chelsea, that’s just what we’re like… OK! We’re London teams and we’re very close. So, how is that? If I was a big fan of Carlsberg beer and they said they are the official beer of Tottenham but then I also found out they were the official beer of Arsenal. How is that for consumers? Is that something you just say ‘well, fair enough, of course they sponsor them as well’, or, is it, as we mentioned previously, would that be a potential problem?

R: It could be a potential problem. If it’s addressed to really big fans and you’re dealing with fans’ pride and you better not play with that one, but if there’s not so many then I don’t think it’ll be a loss… the strategy’s actually changing and it’s quite a dynamic process so I don’t think it will be so much of a loss at that moment when you actually see the Carlsberg.

I: OK. So, it depends … for the average fan even though they might dislike, the average Tottenham fan might dislike Arsenal it’s not, do you feel that would stop them drinking Carlsberg because of their connection with Arsenal?

R: I don’t think so… It might be. … I don’t know how to put myself into … it might to some of them as if the connection is quite strong. I don’t know … before they use to sponsor one team, or…?

I: Well, Carlsberg is a strange one because they do have individual arrangements with teams but they are also the league sponsor and official partners of the league as well. I was just wondering because I don’t drink Carlsberg I was just wondering if you had an opinion. But I can understand that you were saying , that it could be a potential problem. They don’t really shout about it, that’s the thing. I actually had to slightly research it, well, it wasn’t that much research they’re right at the bottom of the official websites and you can see the official partners…

R: So, they’re actually also aware of it they don’t like to be that obvious… so they probably took that into consideration.

I: Brilliant. We’ve touched upon it with the domestic and international sponsors for example, say , in the Romanian national team sense…. What would be a better link? Would a Romanian company or would it be an international company. …. Say, if they were both bringing in the same amount of money what would you prefer to have as a sponsor of your national team?

R: It’s quite difficult to take into consideration the actual situation as a Romanian company, or whatever, it would mean, alright, again national values and that’s alright to support ourselves, but an international one that would mean for me, alright investors are coming and they are actually investing in Romania so actually I’d go more for the international one.

I: Brilliant.

R: That means that outsiders. Outsiders(!), foreigners see an actual potential in Romania.

I: Wow, that’s brilliant. Fantastic.

R: In one way.

…

I: [Showing two pages to test sponsor recall related to the two Tottenham football programmes looked through by the interviewee at the beginning of the interview] These are all …

R: Yes, RBS [Royal Bank of Scotland]. I have a pencil with RBS.

I: OK. These are all British high street banks, OK? But one of them is the main sponsor of the first division, or the Premiership as you call it, in England.

R: HSBC…?

I: Erm, is that your answer.

R: I’m asking. That’s the one that I’ve seen mostly. That one got stuck in my mind.

I: Have you been to Britain at all?

R: Yeah.

I: OK. So, that is a company that you are aware of. That’s brilliant. And I’ll go on to the next one…. Right, OK, can you remember which one of those is the main sponsor of Tottenham? Just from when you looked through the programme.

R: … Is it this one. This logo.

I: Which one, sorry?

R: This one.

I: Yes, the Under Amour one.

R: I have no idea. The Mums Matter one… It’s Puma. I’ve seen it on the t-shirts.

I: That’s cool. I’ll reveal. This one, it was a bit of a trick. … Last season Puma made Tottenham shirts, this season Under Armour are. So, who are the main sponsors [having shown the programmes again]?

R: This one [pointing to Autonomy].

I: Yeah, that’s right. Brilliant. [Talking at length about Tottenham’s sponsor Autonomy and associated additional content app]. … Thank you for help today.

Interview 5 Male. 23. Faeroe Islands.

I: Interest in sport/football? … You play football you were saying?

R: Yeah. Two hours a week, twice a week, just for fun. It’s indoors. And I watch a bit maybe two or three games a week.

I: Is that always Manchester United [the team he supports]?

R: I watch every United game and probably one other top game, and then the Champions League too.

I: OK. So, in a Champions League week would you watch, say, five matches, would you say?

R: Yeah, maybe.

I: You shouldn’t be embarrassed! I wish I could!

R: But I watch every United game. I try.

I: How would you watch a football match? IS it on your own? With mates? With family?

R: It’s quite different. Sometimes alone, sometimes with friends, sometimes in our common room. Sometimes on the computer…. And, other times at pubs, but that’s not too often.

I: OK. In terms of your national team would you go out of your way to watch a match?

R: You mean live?

I: Yeah, if you could see it in a pub or on the computer.

R: I don’t follow them that closely because they are really poor! But, if I had the opportunity I’d watch them. Definitely.

I: OK. In terms of national teams are there any that you have a soft spot for perhaps?

R: Err, yeah. I liked, last World Cup, I liked Chile. … They were very good.

I: Is that something you came upon by watching them or…?

R: I read about them on this blog called zonalmarking.net and I read a bit about the coach Bielsa. He’s really interesting I think and then I saw them play and that was that.

I: Yeah, they played lovely.

R: really attacking. High pressing.

I: … 2010 World Cup? They were unlucky. Didn’t they get beaten by Spain?

R: Yeah, I think it was Spain.

I: So, you are immersed in football. You’re a Manchester United fan. And national teams, in a sense, what about the EUROs did you…?

R: I cheered for Denmark obviously. Well, not obviously, but I did and I went to a few games down in Nytorv, the big screen. … And after Denmark went out I supported Germany. I also have a bit of a soft spot for England because I follow the Premiership.

I: Yeah, OK so that extends there. You should probably try and get off that one if you can – it’s not something I can do unfortunately! These are two official Tottenham programmes. This is from last season and this one is from this season. I just want you to quickly look through them both. Read it a little bit. Whatever, and then I’ll ask you a question at the end.

…

I: That’s great and I’ll ask some questions later on. Good. In terms of your commercials – not sponsorship now as you know it’s about that – but when you’re watching any form of commercial when they come on. How do you react to that? Is it something you…?

R: It’s just something I’m useful. On Danish TV you get that Bet364 commercial with Ray Winstone.

I: It’s stuff you know. If you’re watching a film on Danish telly and some commercials come on what do you do when they come on?

R: Usually, get something to eat. Go to the bathroom. Or, check the internet. I don’t usually watch the commercials.

I: Brilliant. But, if you had an option to see a film with, because on TV2 they have film without interruptions. What do you feel about that?

R: I like there to be one break. Maybe. So, I can get to the bathroom or whatever. If it’s too many like on Kanal 5 it’s horrible. Every half hour….’

I: Yeah, it is… As we talked about briefly outside this is about sponsorship. How would you describe sponsorship? What is your understanding of it?

R: In terms of football?

I: in terms of any type of sponsorship but it can be football-based, it’s not a problem.

R: Well, it’s financial support for something and often they get something in return like a commercial.

I: Brilliant. Do you think it works?

R: Yeah, I’d say so.

I: Why does it work?

R: It benefits, if you think of football clubs, like United get money from whoever is sponsoring them and the company in turn gets advertisements and recognition.

I: Brilliant. So, that’s the advantages because they get recognition, but are there any disadvantages for either party? Sponsee as they call it. Manchester United is the sponsee and AIG are the sponsor.

R: Well, I guess, if the sponsor got some bad publicity then that would reflect badly on the team too. I guess that’s one disadvantage.

I: Can that work both ways?

R: Yeah, definitely. If you think of last year with the racism saga with Suarez and Evra it reflects badly on Liverpool sponsors.

I: Brilliant. … Who does it benefit? Is it a mutually beneficial thing?

R: Yeah.

…

I: Sponsorship memories. Particularly football sponsorship memories have you got any memories - both positive and negative – of sponsorship? When you’ve been watching a United game or whatever?

R: I don’t know if I think of them in terms of positive and negative… I do remember certain sponsors.

I: And what would that be?

R: I remember when Liverpool had Carlsberg because it’s Danish. … I remember Manchester City and Arsenal calling their stadiums after sponsors so the Emirates Stadium [Arsenal] and, I’m not sure what it’s called for City… Is it the, err, …?

I: The Ethiad.

R: And, then I remember certain United sponsors like AIG I think an insurance company. I remember Sharp – it’s really old.

I: That’s a classic one. That’s an amazing one because, I always think of Manchester United as Sharp …

R: I have no idea what Sharp is though.

I: It used to be a technological company like making TVs and stuff, I think. I don’t know maybe it’s because when I first came aware on TV they had that on their shirts. Because Holsten is a big Tottenham sponsor as well but that’s years ago as well.

R: I also remember Vodafone for United as well. And of course I remember, I don’t know if they still do it but with no sponsor the UNICEF.

I: That’s right. Brilliant. We may come back to that. … United are quite interesting because they have actually sponsored out different sections of their … they haven’t just got a shirt sponsor they have other sponsors for other things can you remember any of those?

R: … Not really, no.

I: When you see the dugout can you remember anything like that?

R: You mean…?

I: Where the manager sits, red seats…?

R: I also know they have sponsors when they get interviewed by Sky [UK satellite/cable TV broadcaster] or whatever but I can’t remember any of them…. And of course round the pitch too.

I: Can you say you can remember any of those?

R: Not really.

I: You will now! You won’t be watching the match now. I can’t really watch a football match anymore as I’m watching the bloody adverts all the time…! Good. Would a sponsor in any way provoke interest or interaction with someone because you have a close relationship with that sponsor? Say, a certain product became a sponsor of an event or a team, would that create interest for you?

R: You mean if I would buy the product if it was on United’s shirt or something?

I: Well, it’s sort of the other way around. If a sponsor sponsored something – because you liked the sponsor - would that make you want to take part in the event?

R: … I’m not really sure I understand.

I Say if you had a soft spot for Nike for example and they sponsored an event, and you got entered into a free draw or a competition or something would you try and enter a competition to win tickets for an event because Nike were sponsoring it?

R: No.

I: Because you haven’t got any interest in Nike or is it just because it’s…?

R: I don’t really think I have an interest in brands per se.

I: OK. But, in the other way round as you were referring to, if by AIG sponsoring Man. United does that make you more interested in them?

R: Yeah. I would probably try and find out what they are, what they do. So yeah.

I: … So through their connection with, would there be any other connections? Not just Manchester United, say, any team you. Have you got a soft spot for any other club team in another league perhaps?

R: Not really, but if it was some famous team and I didn’t recognise the advert then I’d probably.

I: But it would be a famous team… How would you…?

R: One of the big clubs like Barcelona, Real Madrid. In England it’d be United, Liverpool, Arsenal or Chelsea.

I: That sort of stuff. And Tottenham! … Brilliant. That’s good stuff. You mentioned the naming rights in terms of Arsenal and Manchester City. … Who does that benefit? Can that force people’s opinion change? Can it change people’s opinion or anything? What are your thoughts on naming rights?

R: I think it’s a bad idea. I sort of see it as a club selling its soul.

I: Wow. OK. Brilliant. I can understand that.

R: And, I think Newcastle has done that too. What’s it called now?

I: The Sports Direct Arena or something like that.

R: Yeah. But people still call it St. James’ Park.

I: Of course they would, yeah. Strangely though as you mentioned before the Ethiad and the Emirates actually stuck. Perhaps because they never had… Actually the Ethiad did have a name before that… I can’t remember what it was called, but…

R: Was it called Abu Dhabi?

I: It was a normal stadium name so-to-speak.

R: It was called…

I: Eastlands, wasn’t it?

R: Yeah, wasn’t it? I’m not sure.

I: Anyway.

R: But it’s probably because it’s a new stadium like the Emirates all new compared to a traditional old stadium.

I: Precisely. Yeah. So, in that sense, is there any point when it does work?

R: Yeah, maybe with the new stadiums, but… yeah.

I: But you don’t like it though?

R: No.

I: It doesn’t sit right. I can understand that.

R: It’s all about the money isn’t it?

I: Even by changing the name to the Ethiad and they got loads of money for that… If Manchester United did it and called it the Nike Stadium or whatever. How would that sit with you?

R: It would be horrible I think.

I: regardless of how much money…?

R: Yeah.

I: OK, that’s great. There’s a concept called ambush marketing when another company rides on the effects of the main sponsor and sometimes get more out of it. So, Adidas was one of the main sponsors of the EURO 2012, but say if Nike positioned themselves outside the stadiums or close by how do you feel about that practice? As the main sponsor should Adidas be allowed to on their own there, or do Nike, in a sense, have a right to do it?

R: I don’t know. I wouldn’t really care if Nike did that.

I: So, as a normal fan, consumer you…?

R: I wouldn’t care. No.

I: No. That’s great. You mentioned earlier on Barcelona and UNICEF; that’s a great example. … Can a partnership improve the image of something? Who does it work for? When UNICEF went to Barcelona who did it work for? Did it work for Barcelona’s image or UNICEF’s?

R: Barcelona’s I would say.

I: And why’s that?

R: Well … it fits their image. They have a slogan ‘More Than a Club’… So, it sits well with that slogan and it shows that they are more, about more than money.

I: That’s great. So, can you…?

R: But there’s also been some backlash I think. Some fans that hate them that they’re acting all high and mighty.

I: Yeah, OK. … I made a point in another interview with Burger King sponsored, I think it was a Spanish team…?

R: Yeah, Getafe.

I: Brilliant. How does that work? Whose image does that help?

R: Err, I don’t think it helps Getafe’s image. It doesn’t make me think negatively of them either…. But, it is weird having a fast food chain sponsoring a football team.

I: Yeah, of course. In that sense, the ethical side of it in that way [fast food associated with sport]. Getafe are Madrid based of course, say a Real Madrid fan … Can Burger King’s – in this instance – connection with a team effect rival fan’s behaviour do you think? If, previously they were a big Burger King fan but they hated Getafe could that…? Can it go as deep as that do you think?

R: Yeah, it could be. Definitely. Football fans are crazy.

I: They are. Talking about crazy football fans…. Tottenham and Arsenal are big rivals as you know and, it was the first time I ever did it, but going onto the Arsenal website and saw at the bottom that they had Carlsberg as their official beer and Tottenham’s is as well. It was hidden at the bottom of the screen of the website and it’s all part of the general arrangement that Carlsberg have with the Premiership, but do you think that could cause issues? I don’t drink Carlsberg but as a Tottenham fan that might drink Carlsberg finding out that Arsenal’s official beer was Carlsberg as well. I know it’s a bizarre question but do you think that would…?

R: It would probably be a problem.

I: If a sponsor sponsors too many things could it potentially be an issue?

R: I think it could be an issue for some fans but I don’t think for the majority of fans they’re that fussed about beer!

I: OK. What are your thoughts about Manchester City for example…?

R: I probably have a bigger problem with Liverpool than City.

I: That’s great. By Carlsberg sponsoring Liverpool at that time that you mentioned - I don’t know if you drink Carlsberg – but would that in any way have effected anything in that sense?

R: No.

I: Not at all?

R: I’d drink Carlsberg.

I: You would. You’d carry on. … Is it better – you mentioned that with Burger King – that a sponsorship is logical in the sense of UNICEF and Barcelona worked in your mind because of the…?

R: Yes. Definitely.

I: What would say does work in a football sense? What companies are obvious in that sense?

R: Probably be some sports company, but I can’t really remember seeing any sports…

I: No, I can’t. I think they usually make the shirts of course so you have that.

R: Just as long as it’s something that is no so clearly as unhealthy as Burger King… obviously UNICEF is good too. But I think most sponsors are sort of neutral in that aspect I think.

I: Yeah, OK, in that sense. … There is the ethical debate of alcohol being sponsors and I think children’s shirts can’t have an alcohol name on there but how do you feel about that link?

R: I sort of see alcohol as part of football culture I guess. You drink at games, when you watch games so that’s fine by me.

I: What about snacks like crisps or peanuts or something. Like Kim’s sponsored a football team how does that…?

R: That’s a bit like the Burger King not that extreme.

I: Because of…? Why’s that?

R: It’s unhealthy I guess. But beer is unhealthy too, I don’t know!

I: Some products despite being linked with football there’s a stronger link with beer than say nuts, even though you might eat them every time you watch a football match as well.

R: Yeah.

I: It’s got you thinking though! Right domestic and international sponsors … in terms of…. Right, Danske Bank have recently started sponsoring the Northern Irish football league – I recently discovered this. If a domestic sponsor came with the same amount of money for the Northern Irish Football League…. Is it better with a domestic or international sponsor? What do both bring to the table so-to-speak? … Or, why would Danske Bank have done that?

R: It’s a bit weird actually. I guess they’re trying to get into the Northern Irish market. But for the club it’s probably the same if they bring in the same amount of money that’s all they care about.

I: Yeah, exactly. If an international company came in and said ‘we’ll give you this amount of money’, was does that imply for the league? If an international company is interested in the league what would be the benefit? What benefit would that have?

R: It’s that people watch the league from all over the world.

I: Yeah, OK. So, coming in an international company is coming in and saying this league is quite strong perhaps. But with the Danske Bank example, who is that beneficial for? Who is more beneficial for? You could say.

R: I’d say it’s more beneficial for the Northern Irish clubs but for Danske Bank a bigger market.

I: In terms of expanding over there?

R: Yes, but it seems like an odd one…. It looks like they’re planning to expand.

I: Well, it looks that way. … This is in regards to the programme. These are all British high street banks. … Which one sponsors the Premiership?

R: Barclays.

I: Yes, that’s great. Good stuff. Looking through the programme [at the beginning of the interview] who is Tottenham’s main sponsor?

R: Main sponsor. I know Puma is their shirt sponsor isn’t it? And I remember seeing that Mums Matter in the programme err, Carlsberg?

I: It’s actually Autonomy.

R: It is!?

I: Yeah. It’s quite interesting. Puma was last season and we’ve recently gone over to Under Armour which is apparently an American make, quite big in lacrosse apparently. Why do think they’re doing that? … Why do you think Tottenham have gone with Under Armour which is an American make?

R: Getting into the American market.

I: Yeah, simple as that.

R: It’s a big market.

I: Yeah, Autonomy I think they’re an HP company and I’ve had a look. They’re actually quite interesting as anytime you scan one of these [the company logo] then you can get…

R: What does it say? Aurasma?

I: Yeah. They’re an IT, technological company and any time you scan on this you can additional coverage. Even on the shirts. If you scan the shirts it links with coverage of Tottenham or the company. So it’s quite an intriguing development in sponsorship. I don’t know if any other companies do it, but literally wherever the company logo appears it’s like a scan code. But that was it! Thank you.

Interview 6 Female. 24. Germany.

I: What’s your interest in football or sports generally?

R: Football only comes out during the European Championship or World Championship I guess, but apart from that it’s not really there I guess.

I: OK. … When you watch a German match who is that with? Is it on your own, or with friends?

R: It’s usually in public viewing I guess. Because where I come from it’s the headquarters of Adidas so they always have like an atrium, an amphitheatre and this is really about the atmosphere.

I: Yes, of course, … would you ever stay home and watch a match knowing this Adidas atrium is in town?

R: Well, depending on how I feel I guess, but usually I would prefer to see it over there. Back home I guess. My family’s not very interested in football – my brother doesn’t play football, my dad doesn’t play football – they don’t really sit down and watch football from the beginning. …

I: The concept of watching for you is to be with friends and also specifically, have you seen a German match away from, when you’ve been out of town?

R: Yes, I have obviously. You can’t always…. I didn’t study where I lived so I cannot always go there, but these are the things that I always remember I guess. Well, yeah, I can easily imagine seeing it separately as well. I wouldn’t sit down myself and watch a football match.

I: But, in a social sense you would enjoy? There’s no time limit on these. I’m a Tottenham Hotspur fan and they’re an English team based in London. These are two football programmes, one from last season, one from this season and just look through it and I’m going to ask some questions, or, at the end.

R: Does it matter which one [I start with]?

I: No, not at all. … Would you watch any other football matches, or is it just the German national team?

R: Well, no, well, if by chance someone else is watching it I can imagine sitting down and watching it. But I would not come home and rush home just to see a particular match, because I’m not a fan of one particular team. I mean… there’s FC Bayern obviously and close to where I come from Nurnberg I don’t have a particular interest.

…

R: The lay-out is different.

I: Yeah, they change it ever-so-slightly each season I suppose.

…

I: Cool. That’s great. I’ll put those away. Moving slightly away from sponsorship, but in terms of commercials when you’re watching a film or, how do you react when they’re on when you’re watching a film and commercials come on? What do you normally do?

R: Usually I try and find a different channel! Or, I tend to do, like, get drinks or whatever…

I: It’s something that will actually get you out of the room so-to-speak, or you’ll do something to avoid them.

R: Well, yeah, I probably use the time with things that I have to do anyway. Or sometimes if I don’t have anything to do I’ll just stay because I’m lazy sit and watch it anyway. I’m not particularly…

I: No, that’s cool. Good. How would you describe sponsorship?

R: I think it’s a good thing in general. It’s what keeps the clubs alive I guess, the whole sports…. I think the whole sponsorship is not only important in football but in any types of sports I guess. Mainly in football because it’s so big in most of Western Europe. It’s taken, it’s so big, I don’t know, it’s controversial in Germany at least that all the big breweries, for example, sponsor football clubs… and sponsor sports or a sports event.

I: Has that been controversial in Germany?

R: Yeah. I think last year or two years ago there was a debate about it but it died down so…

I: Why do you think it died down? Why is there such a strong link?

R: I think, personally, because football matches are such a social event people just tend to drink beer, for example, during these social events and especially in Germany, beer is part of the culture anyway. So, I guess, it matches the real world but maybe more from the… not unethical but idealistic sense… it didn’t sit that well I guess.

I: Yeah, OK. Talking about that … because it’s a social thing you’d have beer but you could also have popcorn, crisps or nuts. If a crisps company sponsored a football team is that a problem? Or is there a link?

R: Well, there is a link certainly because this is what you do when you watch football, watch TV again not the healthiest food you can think of… as long as you’re reasonable about it’s fine I guess. But, again it’s, if you really think about how sponsors influence you it’s fine. But, obviously not everyone thinks about it rationally! It can be tricky

I: You mentioned the German debate; should there be controls? Should a club say, ‘no, I’m sorry, that’s not something we’re…’.

R: If it’s something they feel could be a problem with their image, it’s up to them, but, then again they might have to find other sponsors as well which might be difficult for them if they’ve had sponsorship relations for ever or something like that. Generally I don’t think there should be a state initiative to forbid it I guess. … But maybe the football clubs have their own moral obligations to figure it. I wouldn’t want to be sponsored by, I don’t know, I can’t think about one really bad company right now but you also have to, as a club, be aware that there might be a potential conflict with the sponsorship.

I: Very good. Does sponsorship work you feel then?

R: Yeah, I think so. If I think of the German Bundesliga, for example, there are two brewery commercials that come into my mind immediately. They are really, really strong.

I: Wow. And these are commercials though?

R: It’s a jingle for the broadcast starts.

I: And that is part of the football match experience? Or is just a commercial generally or…?

R: I think I connect it with football…. But this might also be because I don’t watch it that regularly. It can be there are other commercials there too, but when I think of it that’s the jingle. That’s the tune.

I: That’s incredible. What two are they?

R: I think it’s Polarna and Weissteiner.

I: And they’re both beers?

R: Yeah. I think so it might be that my memory tricks me on this.

I: But it’s still something you…. You could say they’re the advantages, but what about the disadvantages then?

R: I think it’s very much if there’s something wrong, if there’s a scandal in connection with the sponsor it might harm the image of the football club for example.

I: Can that work both ways?

R: Yeah. I think so. Maybe more in the other direction because obviously the football club… there’s not too many things that can harm the image of a football club, OK so they didn’t get that player or, …

I: That’s true. Sorry, but there was a case last season where during Liverpool Manchester United, one of the Liverpool players racially abused a Manchester United player - Luis Suarez. What effect could that have had on sponsors for example, if any?

R: Well, they might not want to be associated with that I guess. Obviously no one wants to be, or no one wants to sponsor a team known to be racist sort of thing. I mean it’s also, again, one particular case so it can with the media and all that.

I: Do you think it just affects the club or does it extend to the sponsor?

R: I think it extends. … The media multiplies all these stories and then you can find there’s this connection that has been made and there’s potential harm for the sponsor as well.

I: Yeah, OK, because there was actually, it wasn’t a good year for Liverpool because Standard Chartered – their sponsor – it turned out were paying off the Iranian government for some reasons to cover… they haven’t done anything with the sponsor agreement, but do you think that’s…?

R: Well, yeah, that’s a bit tricky I guess, that’s… they must have good PR strategies then!

I: There is! So for a sponsorship to work is it just the signs in the stadium or does it have to be other things?

R: I think it has to match the personality of both the club, like the nature of the thing you are sponsoring and the sponsor. I mean it doesn’t make sense for a company that makes chairs for example, well, maybe that’s not a good example, but it has to match in a way and they have to communicate.

I: But in a sense as you were saying, particularly with football and sponsorship has been going on for so long is it to the point where we’re so used to it, … that more and more companies can actually become sponsors because so many have tried it in the past or…?

R: I don’t really know. I think there’s one striking thing about football and sponsorship that I’m aware of that’s the case of FC Barcelona and UNICEF(?) when it turns round I guess. I think that was something where I thought, ‘oh wow, this is something that is really interesting’. I thought this was a very good case especially in the whole football universe where everything is so over-the-top and they have all these big transfers of players and big, big deals and you don’t really know if this is a good thing, or a bad thing? Why is this happening on this scale? … So, I think, maybe, if this is possible maybe it’s easier for a whole lot of companies to sponsor.

I: That’s brilliant. Talking about UNICEF and Barcelona did it improve both images? Or who was it more beneficial for the image for? Did it improve Barcelona’s image or UNICEF’s image?

R: Barcelona’s I guess.

I: OK. What did UNICEF get out of it then?

R: Maybe better awareness. Maybe that it was out there being, like articles were written about it. Everybody was talking about it. … The awareness of people.

I: Brilliant. So sponsorship, who does it benefit? … Why is football particularly so sponsored why is that?

R: At least in Europe and Latin America football is huge, everybody plays football whenever there’s time to. Everybody just takes a football and goes out and play so I guess for the brands and the companies the consumer awareness, they talk about it. Well, they don’t necessarily talk about it, they see it. As for me, I think about these two breweries when I think about football so it’s especially beneficial for the companies with awareness of the brands.

I: So what do the football clubs get out of it then?

R: Money. … I think that’s the bottom line. And, if it happens to be Adidas they get some clothes.

I: Talking about Barcelona and UNICEF, UNICEF didn’t give Barcelona money.

R: I think it’s the other way round.

I: Yeah, OK, in that sense that’s why it was such an unusual arrangement.

R: I read an article about it I think and then they said that Barcelona are the first team to actually sponsor someone else, but except from Barcelona it’s about money. … yeah, they’re just out there!

I: Yeah, they’re amazing! I have got a soft spot for them, but that’s probably because of that. I don’t know. I like the way they play.

R: Yeah, I don’t know, I just like the city, and my friend he’s from Barcelona – the biggest fan ever. This was actually my first match that I actually watched in a stadium in Barcelona.

I: Wow! You’ve been to…?

R: I have to say it was actually Barcelona versus Numancia who are at the very bottom of the league so it was not the most spectacular match.

…

I: That’s something I’m going to have to do! Moving on, talking about sponsorship memories, you’ve got those two beer and perhaps you going to be slightly skewed with your home town’s with Adidas.

…

I: Any other memories of sponsorship general. Not necessarily sports based but in general? You’ve said quite a few already which is brilliant, but any…?

R: I think, is it Gasbon that Russian energy company owning, is it Chelsea? Or something?

I: Well, their owner is, he’s got…

R: Is this considered to be sponsorship? Probably not. That’s the only thing that I find a little tricky in terms of who’s sponsoring whom… but, no nothing that’s striking.

I: Yeah, there’s a whole lot of weirdness with that. I don’t like Chelsea very much because I’m a Tottenham fan.

R: OK, so it’s hard for you!

I: Would a sponsor provoke interest in a team or an event because you, for example, Adidas, or something like that. Because a sponsor has sponsored an event or a club would that in any way influence your decision to see the match or be interested in it?

R: I guess not really. If I saw, for example, this particular brand is sponsoring this team I would probably think ‘Oh, I didn’t know this company was sponsoring this team’, so I would probably look it up online ‘OK, I didn’t know that, that’s interesting’ but I guess that would be it.

I: But, because if their sponsorship that would provoke your interest and therefore you would research them?

R: Yes, but it wouldn’t influence me in the way that I would love to see the match but I would love to see about the relationship. Yeah, but I think it is because I’m generally not very interested in football apart from the big events I guess. … Maybe if it was a different sport then I maybe,… or maybe it’s because I say now it wouldn’t influence me but this is very theoretical. I can imagine that it actually influences me on a level.

I: OK, even to the point just becoming interested in it in some sense. Would you become more loyal to a sponsor because they, for example, the German national team a sponsor took over them like a German bank, or even hair products or something?

R: I think I would be loyal that sponsors kind of underdogs or something like that. For example in Nurnberg, where I studied, two clubs Falke and Nurnberg and Falke they’ve struggled to get into the first league forever. I don’t know how many times they’ve turned about to in the fourth place [top three teams go up to the top league] and … I don’t know who sponsors them, but I guess if some company constantly sponsored them and stick to them I’d probably think ‘oh, this is so nice’ and this is despite the fact that they didn’t win at all. Yeah, I think I’d prefer them to others.

I: Brilliant. That’s great. Right, there’s obviously vast amounts of money in sponsorship. … Now, Adidas were an official partnership of EURO 2012 how ethical is it if Nike, for example, positioned stands, merchandise things, or promotional activities near the events outside the stadiums, is that an ethical process or is something that Adidas just has to deal with or…?

R: I think they just have to deal with it, because Adidas would do the same thing. I guess that’s just competition… everybody has to deal with competition … there shouldn’t be any exceptions even if it’s sports.

I: Even though they’ve paid … millions of dollars in money just to appear that’s…?

R: I guess Nike also pays a bit of it (?) or they just sponsor the teams right?

I: Well, in terms of official partners, so official sponsors of EURO 2012 Nike wasn’t anywhere. They may have made some of the kits but that was the only way they would have appeared … Adidas haven’t got any control over that of course but, in the sense of if Nike purposely set up adverts or billboards over the other side of the stadium or … is it still just fair enough?

R: I guess there’s a certain area where they’re not allowed to advertise, which I think is fine because they didn’t pay anything or not as much as Adidas for example, but apart from that outside these areas I think they just have to deal with it. Poor them!

I: Yeah exactly! We were talking about linkages with sponsors. How do you feel about that? If a technology company sponsors a football team does that make sense or does it make more sense with a beer company?

R: … I think there should be a connection to it in the sense of ‘oh, OK I can use this technology to actually see the match’. But this is more, does it make sense for me as a company to sponsor them because maybe I just fit into that context. I mean if they feel that they do and see it as not so matching then it’s their problem. But I think there should be a link.

I: OK, so that makes the whole sponsorship deal make more sense. More strong.

R: Yeah, I think so.

I: In terms of multiple sponsors. I’m a Tottenham fan as you know, we’re a London club, and Arsenal and now Chelsea are our hated rivals, OK.

R: OK.

I: Carlsberg is the official beer of Tottenham but it’s also, I found out, I had to go on the Arsenal website…

R: Oh no.

I: Went all the way to the bottom and I found out [that they were also the official beer of Arsenal] and other companies like EA Sports things like that... Does that work? Or should a sponsor hold back? Or does it matter that a sponsor … sponsoring rival companies?

R: I think it does not make much sense. If you’re sponsoring arch-rivals, maybe it gives you credit for, again, people talk about it. But, on the other hand it might also cause a boycott by the hardcore fans not even hardcore fans but fans in general. So I think it’s a slim line. Yeah, it might harm your image I guess.

I: Yeah, OK, but why would it harm your image?

R: Because … or not harm your image, but people just don’t like you anymore because they think ‘OK, if they like them, then I don’t like them [in this case Carlsberg] because they don’t like me then’. Yes, it’s on that emotional level. I think really … you cannot make rational sense. … Yeah, I think you should consider it carefully.

I: That’s good. In terms of domestic and international sponsors, if an international company, for example, strangely, Nike wanted to sponsor the German national team if they decided to make the kits, how would that fit with you as a German?

R: Well, I think, it would be strange for me since we have these two major sporting companies Puma and Adidas. … Yeah, I think it would be a bit weird for me as a German because we have these two big companies. I don’t know, for example, what about the Danes they have Hummel right?

I: Yeah, that’s true.

R: But they’re more into handball.

I: Yes, that’s right. They have made the national kit but Adidas make it now. Danske Bank sponsor the national team, but if it was, perhaps it’s a strange example, … but if an international company came into such a dominant and big and strong country like Germany what nationality would you prefer sponsoring the national team?

R: Well, I think I would prefer to see a German sponsor because I think it’s the national team is all about the national team, uniting the team and everything so I guess I would prefer to see a national sponsor. But then again, I don’t know, it’s hard, because Adidas sponsor other national teams as well other than the Germans but I think it would be weird for me. Maybe it would be particularly weird for me because I grew up with ‘you can’t wear Nike’ [because her hometown is the headquarters of Adidas].

I: Yeah, of course. Does it extend throughout the town then?

R: Yeah, it’s actually pretty strict if you have parents that work in either Adidas or Puma and you wear the other. If your parents work for Puma you can’t wear Adidas for example.

I: Wow.

R: Well, you can but…

I: Is this just a social thing?

R: Yeah.

I: So, it’s not set down by the companies then?

R: No. Not really … if you ever did it… I just know from personal experience.

…

I: Yeah, we’re almost done. Just two things. This is about the programmes we saw… This are five British high street banks, can you say which one sponsors the Premiership? It was in the programme.

R: Is it? No. I just know that HSBC have a lot of ads and sponsoring … they have a lot of ads at each and every airport I’ve been in. Is it? No. I think, is it Barclays?

I: Yes. Yes, it is. Was that a guess?

R: No, I think I saw it. I just know that HSBC have a lot of ads and sponsoring, and RBS…?

I: That’s good. … Which one of these is Tottenham’s official sponsor?

R: Erm, did you say Carlsberg? And I think I saw that Mums Matter in the programme. I don’t know.

I: So, what would you say?

R: I’d say Carlsberg.

I: It’s actually Autonomy.

R:Oh really? Well then, they’re not very prominent!

I: You’ll see it now. They’re under the name of Aurasma, but there’s the sign [logo] but down here…

R: Well, this is way too small. It’s not flashy enough.

I: It’s quite an incredible company, because every time you scan these, they’re like scan codes. So, if you scan the shirt you get extra Tottenham coverage.

R: Yeah, it looks nice also but it’s not very, it doesn’t catch your eye. It’s a bit subtle.

I: That’s true. And it could be the case where Carlsberg, as you mentioned there’s a more established football memory of Carlsberg.

R: Also, they sponsor so many things. The MTV Music Awards, it’s always Carlsberg, Carlsberg, Carlsberg.

I: That’s right, and I did mention Carlsberg earlier on because of the… Their arrangement with Tottenham is something to do with their sponsorship of the league so they’ve got a certain number of clubs that they serve Carlsberg beer at. Under Armour is an American company… What’s the advantage of Under Armour – I’d never heard of them before they started making our shirts – … What’s the advantage of Tottenham looking for an American company to make our shirts?

R: … That’s a good question. Maybe it’s something new. Maybe it’s something unique. For the American company it’s good so they enter other markets, but I cannot really think of a good reason why Tottenham to get an American company. Because I think, well, maybe they have a very good deal, a very good offer… But apart from that I think football fans tend to be very patriotic also in terms of their region. So for them it would be an advantage to find someone at least from their own country but on the other hand they might not be able to sponsor a large team.

I: Puma were our shirt makers last season, but in the American sense because of the … the market over there, in terms of soccer it’s still developing so what would be the advantage for Tottenham. Under Armour has quite a loyal American following according to my American friend … particularly in lacrosse, but do you think that people who are loyal to Under Armour therefore potentially buy these shirts just because they are made by Under Armour?

R: Yeah, maybe. Maybe they have cross-links to other… I have never heard of them as well so I guess in that sense it makes sense.

I: Yeah, within a few days I bought a pair of running socks made by Under Armour because I’m a Tottenham fan. I just had to admit, ‘yeah, I’ve been influenced’. Sometimes you just have to give into it! But, that was brilliant. Thank you very much!

Interview 7 Female. 22. Turkey

I: Have you got an interest in sport, football? Would you watch the Turkish national team play football?

R: Yes, I like football. I watch the matches all the time if I can.

I: OK. Which matches do you watch?

R: My own teams actually.

I: Which are they?

R: Fenebahce actually.

I: OK, a famous team.

R: I’m glad that you know that!

I: Yeah, of course!

R: And, sometimes some other international matches too. And other national ones too: Real Madrid Barcelona.

I: The classics in other leagues as well. Is it just the Spanish league or do watch other leagues as well?

R: Not so much as I don’t have so much time for that… so if I can find the chance I… I like watching sports.

I: When you watch a football match, let’s say a Fenebahce match how would you watch that? Is it on your own? Or a friends thing?

R: My family.

I: Is it a thing the whole family does or…?

R: My father and my sister are fans so they don’t want to miss the match.

I: Yeah, OK. Would they ever go to the match in the stadium?

R. No, we pay for it to get it at home.

I: Well, it’s more comfortable at home anyway! That’s brilliant. How long has that been going on in that respect? Is it something you always remember Fenebahce matches?

R: In my childhood I didn’t really watch but after a while when I was about ten or eleven I started to like the game and since was born I was a fan of Fenebahce but I didn’t know why! Then I realised and I continued.

I: Fantastic. What about your mum? Does she get involved?

R: Sometimes, if the match is important.

I: Brilliant. Well, we’ve looked at the programme. Generally, not talking about sponsorship but about advertisements or commercials. When you’re watching a film or a television programme and commercials come on - this is not just here, but in Turkey as well – what do you do? Do you try to…? What do you do when the commercials come on?

R: Yeah, they don’t really usually attract me, but I just realised, for example, if I see one Turkish advertisement in another country [during a] film, I would be glad but not really think that ‘OK, I should buy this, OK, I know that this is good’. I would just realise it that’s all.

I: … When you’re watching a movie is it nice to have commercial breaks?

R: Yeah.

I: And what do you do during those commercial breaks?

R: We have a play about it before the commercial starts, at the beginning of the commercial we try and guess what the commercial is and so we, not all of the commercials because of the play. And just for the play for a fun time.

I: OK. Is that something you do with your family or is it something that happens in Turkey?

R: No, I do that with my friends.

I: That’s a good idea actually.

R: It’s not a general thing!

I: … So you make a fun thing out of it with your friends but as you said it’s not a general thing. Right, so going back to sponsorship, … how would you describe it?

R: It’s kind of a support normally, and it provides the teams or the movies needs and it’s a good thing for the budget. The, if, for example is an airline it’s good for the team or the staff to travel and if it’s communication company they, most of the time, especially in Turkey – I know that – they give the team their own telephone numbers so the fans can buy their own teams telephone numbers. So that will increase their sales actually.

I: OK. So if a Turkish communication company gives, they allow the fans of that team to have a number…? Sorry, I don’t…

R: For example Fenebahce starts[was established] in 1907 for this … and most of the time it includes or starts with 1907 so most fans want to find it.

I: That’s incredible. That’s a great idea. So, if you’ve got a 1907 number then it’s another way of showing you’re a Fenebahce fan. That is very good. … And what company is that? Do you know?

R: I’m not sure, it changed, but it used to Avare.

I: And they’re a Turkish company. … So, in that sense, do you feel that it works generally?

R: Yes. Especially in the sports because they attract the fans in order to support their team.

I: Do you think there are any disadvantages, problems with sponsorship?

R: As far as I know there might be, but I’m just guessing that probably they want more sponsors but they have a contract with the others so they are competitors and they have to, and in a corruption maybe. But, I don’t know really.

I: That’s great. Who does the sponsorship benefit? Is it both parties the company and the football team? Is an equal benefit?

R: Yes, but I think the football team is more beneficial because they got all the supplies. I’m not sure about the sponsors but if they do that they have to have some benefits, but I don’t think their profit benefits are more than the team.

I: That’s good. Have you got any memories of sponsorship? Of course you talked about the Turkish communication company and also airlines have you got any others? Are there any times when you’ve watched a Fenebahce match…?

R: Yes, there’s a huge company in Turkey, it’s food and much more stuff that I don’t know. It’s called Bulcash it’s really huge. For example it’s one of the sponsors of Fenebahce.

I: Is it on their shirt or…?

R: Yes. On the front. … It used to but now I’m not sure but when you see the commercials on the team player’s clothes I just realise the commercials of companies that are really known or I have a connection with them. For example, my cousin works for an insurance company – Agon - and when I see on the stadiums the Agon commercials I notice that. The others may not be so attractive for me.

I: When you’re talking about the commercials in the stadium, how do they appear? How would you describe those commercials, is it like a television commercial or is it just…?

R: Billboards.

I: Billboards. Precisely. Brilliant. I can’t give you the answers that I want so that’s brilliant. If you were loyal to a particular company, say you liked, for example Nike, or Adidas or something like that and they sponsored a team or an event…

R: Am I working for it?

I: No, you just you. You really a big fan of, let’s say, Nike for example, would their involvement in something, in an event, make you want to go to that?

R: That’s never happened, but if the event is exciting or the participants are somehow related to me that I love or something else then I will, but not just for the company.

I: OK. Brilliant, so the event would need to be exciting in itself for you to go.

R: But because I’m a fan of Fenebahce and one of the administrators in the team had a company, a textile company just for men… and I prefer going there in order to make them much more money because I know that all clothes of the team are buying from there so I really prefer to go in there.

I: Incredible, even though it’s just for men?

R: If I want to buy men’s clothes – the suits actually, I don’t go to the other places. Directly…

I: And that’s because of its connection with Fenebahce, simple as that?

R: Yes.

I: That’s brilliant, fantastic. … So, in that sense, through their involvement with Fenebahce it has created a loyalty towards them. Is it the chairman? It’s an administrator you were saying?

R: Yes, I’m not sure I guess the second man, or third man.

I: So he’s not even right at the very top, but his company? Right, OK. That’s brilliant. Has that happened in any other instances say a sponsor of the Turkish national side or even Fenebahce? Can you think of any other examples? … Can you think of another company that sponsors Fenebahce that has made you because of their connection with Fenebahce then you’ve gone to buy their things.

R: I’m not sure. I can’t find anything.

I: No. But, that’s a brilliant example the clothes shop. That’s fantastic. Now, with sponsorship there’s also a thing called ambush marketing which is where a company that is very similar will try taking some of the credit away from one of the official sponsors. Say Adidas, for example, will give loads of money to sponsor a football match for example and it’s just them that appear around the edge of the stadium but if Nike have something outside, something like a little stand to say ‘oh, look at Nike with that’, but they haven’t paid any money to be a sponsor. Do you think that is a problem or…? Is that ethical would you say?

R: No, it’s not ethical for the other one because it pays. And, actually it will probably pay a fortune, so it’s not ethical.

I: Can you see why it happens? Why would it happen? Why would another company try?

R: Because it is a market place now so everyone is competing with each other and they have to, they try to build a price, they are trying to manipulate the people and maybe in that way they can have a right to be their sponsors but I’m not. Does it work?

I: Yeah. Apparently a lot of people are unable to distinguish which one is, so they can’t actually say ‘oh yeah Adidas was definitely…’ so it creates immense…

R: And they are always changing for example.

I: Yeah, that’s right. Both have connections with football, and you might have seen Nike clothes just on the players during the football match so it gets… It’s something that has come up in my reading and I was quite intrigued what people thought of it. In terms of … can a sponsor, or even a football club improve its image by the connection it has with the sponsor?

R: Yes, especially sponsors. Because for example in a football match it is more globalized so even the international audience can see that and it’s much more broad so they don’t even need another commercial on TV to make their name more famous. It’s enough to be seen in that stadium or on front of the football players.

I: Yeah, OK. Do you think it matters the more famous the football team the more improvement in image?

R: Yes. It will improve.

I: How can that be a problem would there be any problems? Can it cause a problem with the image if one of the …. There was a case between Manchester United and Liverpool last season where Luis Suarez, he’s from Uruguay, he racially abused Patrice Evra of Manchester United. Do you feel that would have affected Liverpool’s sponsors because they have a connection with Liverpool. Do you think that would have affected their image?

R: Yes.

I: OK.

R: And, for example, Fenebahce has been judged on a case of they cheat on the match….

I: OK. But there has been big cases of that in Turkish football the last season.

R: Yes, and we were not accepted to the Championship so at that time, most people know… I talked about a company and their administrator is also Fenebache’s administrator and when people see that they think that Fenebahce is not fair and they did something wrong so, he is included in the thing incidence, he made a corruption too his company’s value in the market started to decrease as well as, because Fenebahce is now a company – all the teams are companies now also – and if there’s something wrong with them their values, their stocks decrease and that was the case for the company too. They, the people think that the cheaters company.

I: And, therefore Fenebache’s image suffers as well of course ….

R: And if, for example, that company’s clothes are not good because they are normally qualified and there’s a locality and it’s not good so they don’t trust the company so people may think – not for Fenebahce – but for the other teams, the smaller teams the people can think that the team has no money we can see that because the sponsor is that so the team has no money so how can the team buy players salary so they are not going to be any good players because they cannot pay.

I: That’s great. Talking about sponsors and the links that they have with the … should there be a definite link with the sponsor and the team in a sense of, do you think some products work better than with a more obvious connection with football for example than others?

R: Yes. A concrete link makes the sponsor more valid and more solid.

I: Yeah, OK. Brilliant. So, for example … beer is often considered a sensible link between because some people do drink [during a football match]. What if that was a popcorn company or crisps would that be a problem? Because you might enjoy crisps or peanuts when you’re watching a match. Do you think that would still work out or…?

R: Yes. I’m not sure… When you’re talking about this I just remembered an advertisement – I’m not sure what team – but the whole people with their wives and men are taken to a concert – a classical music concert – they are forced to watch the boring concert and the commercial comes up so it really works, if they consume that while they are doing the thing.

I: But in football is there anything in a football sense in terms of sponsoring a football team that is off limits is there things now, because there’s so much sponsorship in football are there any limits, well, except tobacco because that’s illegal but do you think there are any sponsors that would be strange for a football team? It’s a very broad question … I was just wondering?

R: I don’t think so. Because they are human too they use all the stuff that we use so anything can be relevant.

I: Brilliant. Very good. I’m a Tottenham fan and our big rivals are Arsenal, they’re in the same part of North London and I don’t really like them to be honest! I found out during my research that Carlsberg is the official beer of Tottenham and they advertise the fact but they are also the official beer of Arsenal. And also EA Sports are official partners of both teams as well. Now, I don’t know who Fenebahce’s rivals are but I assume you have a big rival. Who is…?

R: Yes, Galatasaray.

I: OK, I could’ve guessed that but I didn’t want to just… If a Turkish beer company was sponsoring both of those and they said they were the official beer of both teams do you think that would…? Is that a problem?

R: Yeah unfortunately they have all the same sponsors now. I don’t like it really! I don’t want to share everything with them!

I: OK, so how far does same sponsors go? Is it the shirts?

R: The same. Exactly the same.

I: OK. Wow. Are they based in the same city – excuse my lack of knowledge?

R: … Both teams are in the same city … they use the same companies, also the communications company.

I: So you’re not happy with that but would it be enough to…?

R: Actually, for example, I don’t like the company. That company is… I don’t like it, let’s say and I don’t like that even Fenebahce uses it but it has actually given lots of money, so they have to use it. One of the [companies] that reaches the most people. It’s not the biggest but it has so much money, so they have to. I can understand, but I don’t like that.

I: … Would it affect your behaviour towards that communications company?

R: Err, no. Actually I am using that communications company. But the other company I hate it and I never buy any products of that company…

I: Because of their…?

R: Because I don’t like the company. There was some events with their administrators so I don’t like to give them money but when I’m supporting Fenebahce or I’m paying for their match I’m actually giving them money but I can’t do anything for that. So I wish they use another sponsor.

I: So, although you want to support Fenebahce you have problems by giving money to Fenebahce you’re sort of supporting this communications company that you don’t like.

R: For example that company – the communications company –I like that company I use their operator but the other company that produces, their products are food or some stuff I don’t like it.

I: Sorry, which one is also the Galatasaray sponsor?

R: Both.

I: OK.

R: But that may change but it was like that.

I: In Turkey, well, in Britain at least they’re only allowed one sponsor on the shirts, in Turkey are there lots of sponsors on the shirts or is it just one.

R: … One. I think one. Last year it was the communications company and I don’t know now, but in Turkey in basketball the things are different. I don’t know if in Britain it’s different.

I: Basketball’s not that big in Britain.

R: And the teams are named with the sponsors. So the basketball team of Fenebahce is Fenebahce Ucas. … There was a team FF Bisan - it’s a beer company and it was a name of the team. But now its name has changed by force I’m not sure. For example there is a milk and cheese company called Pinace another team combines the name its name is Pinaceaca. Sponsors became partners of the team, especially in basketball. And I think in volleyball too.

I: OK. But, in football the teams don’t change the names. Has that ever happened?

R: No. … There was actually some factories… technological company has given its name to a football team but later they actually, for a long time they were like that, but now they just remain the football team’s [name].

I: Talking about domestic and international sponsors. We’ll use Fenebahce, if a Turkish company came in or an international company, who would you prefer to sponsor Fenebahce a Turkish company or an international company?

R: If it is not a bad company that I do not like I would prefer a Turkish company, but, of course, it’s image would be much more better with an international company.

I: Why is that?

R: Because they are much [more] broad. Just for the beginning when people see an international company they think ‘oh, wow!’, but, in the long run if a Turkish company do that it will rise its image and it will be better.

I: Brilliant. That was the last question.… This goes back to the Tottenham programmes. … I’m just going to show you two things here. One of these sponsors the Premiership in England. Five high street banks in Britain. It appeared in the programme. I’m just wondering if you remember or know which one.

R: I know HSBC because we have it too! But I’m familiar with Barclays.

I: OK. Have you ever been to Britain?

R: No.

I: OK. So what would your answer be in terms of who sponsors the Premiership?

R: I would probably see this one in a football match.

I: Which one?

R: Barclays.

I: And it is Barclays. And the next one … One of these is the main sponsor of Tottenham which was also in the programme.

R: I don’t know. Carlsberg!?

I: It’s actually Autonomy. … They are a technological company and you can use this [the logo] as a scan code for your smart phone and if you scan this you get extra exclusive content … and it works on your shirt as well. You can scan the shirt and it…

R: That was good.

I: Yeah. They’ve made quite a thing of it but no one has been able to … interesting. But Carlsberg, other people have said Carlsberg and I think it’s because people connect Carlsberg with football and I think it’s just a process that your brain …

R: Thinks about it.

I: That was it. Thank you.

Interview 8 Male. 22. Bulgaria.

I: Right first off, I’m a Tottenham fan and I’d like you to look through them. This is from last season this one is from this season for a minute or so and I‘ll ask you some questions at the end.

R: OK. Well, I’m a Chelsea fan so the first page is Tottenham – Chelsea!

I: Oh dear! How long have you been a Chelsea fan?

R: Since 2004… I’ve been to a Chelsea match only once, when they were playing a local team in the Champions League.

I: In Bulgaria?

R: Yes. … They were playing my Bulgarian favourite team and it was epic.

I: I can imagine. What was the score?

R: Err, 3-1 to Chelsea and the second game in London was, like, 2-0 to Chelsea but I was really glad I saw both teams, that happens once …

I: Once in a lifetime.

R: Yeah!

I: Yeah, Tottenham played the Aalborg team but it was in the UEFA Cup when they only had five matches where three were at home and two were away so they played in London unfortunately so I couldn’t get to see it unfortunately. But that would have been … I was pretty gutted actually.

R: Yeah.

I: It only happens once or twice in a lifetime.

…

R: 40 years old [referring to Brad Frediel, one of Tottenham’s goalkeepers].

I: Yeah, he’s had something like 321 consecutive matches and he’s still doing really well.

R: That’s a pretty big number. Is he actually the first keeper?

I: Yeah, at the moment because he’s playing so well, even though we’ve got the French number one keeper now. We bought him for about 12million pounds but he can’t get a game. That’s all right for the future.

R: This is from last season right?

I: Err, yeah.

…

R: Did they play yesterday actually?

I: Tottenham? No, we’re not in the Champion’s League this season… because of Chelsea.

R: Chelsea only? No, Manchester United.

I: Manchester United played as well and Arsenal. It was a big night.

…

R: Oh, by the way I saw Tottenham played [Manchester] United. They won. That was epic! I really hate United.

I: Yeah, I couldn’t even watch the match because I’m so used to us losing [against Manchester United] that I do something else.

R: It was epic. I was so excited because United were playing catch up.

I: It’s been a long time. We’ve been winning before at half time and I just couldn’t cope with another disappointment like that. It was fantastic. It was a really good sign. Although United are a bit dodgy this season. So, we’ll see.

R: Yeah, we’ll see.

I: Then again, we always say that and they always come good in the end.

R: That’s like, they won but it was only one goal behind.

I: Yeah.

R: It’s a cool magazine.

I: Yeah, it’s not bad.

R: Should I open this one as well?

I: Yeah, just flick through it mate see if you notice anything different.

R: Are you alright with Villa-Boas [the new Tottenham trainer]?

I: Yeah, yeah. I think he’s…

R: He couldn’t quite manage the Chelsea dressing room [previously he was Chelsea’s trainer but got fired after eight months].

I: Chelsea’s dressing room is a strange place. I think Tottenham’s is a better place for him to go to, and I think, from what I understand he’s done a better, he’s doing really well and the players respect him.

R: He’s really clever by the way. A really smart man.

I: Definitely.

R: I don’t know why he couldn’t do anything at all.

I: At Chelsea he had problems with the older players I think. It’s going to be a very difficult process to get them out and …

R: well, they’re out now, but it’s too late.

I: Yeah, they’ll still there but they still have the same influence even though they’re not part of the regular team. It’s quite strange.

R: There was no respect for him.

I: Yeah, that’s right. He was about the same age as some of them so they must be a bit strange.

R: I was hoping he would leave England after that because I was thinking nothing good was waiting for him, but, I don’t know, he could do fine in Tottenham if they give him a chance.

I: Yeah, that’s the main thing they have to. He’s doing alright so far. … We’ve got some great players … as Chelsea have of course.

…

R: OK. That’s good stuff really.

I: I’ll just put them away as I’m asking questions about them later. … We talked a bit about it already; your interest in sport, or let’s just say football. You obviously a Chelsea fan but what’s your Bulgarian team?

R: They’re called Levski. They don’t have much chance in the Champion’s League, but that game I went to was a really rare thing that actually a Bulgarian team was in the group stage so it was…

I: And your team as well, that’s just fantastic.

R: As I was telling you about, it was once in a lifetime because they are really weak are local team, so that was cool.

I: That’s wonderful. Good stuff. In terms of matches, do you watch a lot of matches during the week?

R: I try to watch Manchester’s [United] as much as possible and I watch Chelsea games every week whenever possible, and Premiership, each week I try and to see the more interesting games in the top five for example. And, as well some Spanish football, but mainly Barcelona, Real Madrid matches.

I: Yeah, fair enough. When you’re watching these matches do you watch them on your own or do you make a point of watching it with mates or…?

R: It’s different every time. Usually back at home if there’s a big game coming up like for Champion’s League or something like that we would almost always go to some pub.

I: In Bulgaria you mean?

R: Yeah. But here, in the start I didn’t have any proper connection to get some streaming so I couldn’t watch anything and once I got an internet connection properly I keep track of almost everything. Still I haven’t watched a game here in Denmark live but I’m looking forward to it. I’m trying to get some people around to go to pubs.

I: In the sense of what you would have done in Bulgaria, watching it in a pub or…?

R. If you mean live, like go to a real match I think that’s a bit harder because destinations for the matches are really far away. I mean for the matches I am interesting in…

I: Yeah, of course. … Brilliant. So when you, … obviously you know it’s about sponsorship, but talking about commercials when you’re watching a film or a television programme – that’s both here and in Bulgaria – what do you do when commercials come on? Or when you’re streaming and a commercial comes on?

R: There’s the usual thing of going for a snack or going to the toilet or something! I’ve seen a lot of good commercials during the breaks for, talking about the streams mainly, because local TV back in Bulgaria I know most of the commercials but, what was it about? I think Heineken have a lot of commercials and Carlsberg for instance, so, I don’t know, while I’m waiting for the analysis at half time I tend to cope and watch the advertisements but I don’t really remember most of them probably.

I: But, as you were saying, you don’t miss the analysis just a short amount of time.

R: At least I want to see the most interesting moments, the goals.

I: They’ll have a commercial break and then suddenly a commercial break so you’re…

R: There were times when I would get really annoyed that there were lots of commercials and I had the feeling that the match had already started in the second half, and they’re still showing commercials and they switch to the football game and it’s two minutes in.

I: Wow!

R: Yeah, that sucks.

I: Where was that? Was that in Bulgaria?

R: Yeah, but still they weren’t Bulgarian commercials. … There not actually Bulgarian commercials I think. Because I think they’re buying… no, I’m not sure what the idea is.

I: When was this? What type of match was it?

R: With the delay? This has happened once or twice.

I: What type of matches were they?

R: Erm, Premiership. The thing is in Bulgaria they only show Premiership matches. No FA Cup, Carling Cup, oh and Champion’s League as well. But they are mostly international commercials by the way. So, I was really amazed because the channel actually, our local televisions, I think they buy the signal. Yeah, I’m sure they do, and they buy the commercials as well I think. Yeah, I’m sure they do. In order to show them. And I was amazed because this wasn’t a Bulgaria thing it was actually the Premiership sponsor commercial choose were given more time, like two minutes more. But, as I was saying it wasn’t a regular thing.

I: Yeah, but that’s not good at all. I’d never even heard of that sort of stuff. When we talk about sponsorship how would you describe sponsorship? What is your understanding of it to mean?

R: Well, err, everything has to be sponsored in order to happen, especially expensive organisation like the Premiership. I mean to organise the whole event. I’ve been thinking about the whole scale of how massive everything is and the amount of money that’s needed to support all this. So sponsorship, I think, at least for the Premiership teams, they have really, really powerful sponsors they’re all like big important companies and … yeah it has to be like that because it requires a lot of money.

I: Brilliant. Brilliant. Do you think it works? Do you think sponsorship works?

R: I think it really works because it’s a very … I think it’s profitable.

I: Who does it work for?

R: Sponsorship?

I: Does it work for both the sponsors and the football clubs in this sense or …?

R: Yeah, yeah, yeah, of course because… take people’s favourite teams they’re actually wearing … I was actually thinking that I was a maniac once about Chelsea and when I saw they were sponsored by Samsung I started browsing Samsung products or whatever and I was considering a Samsung mobile phone…

I: Yeah, yeah, we’ve all been affected by that.

R: Yeah. So it really makes an impression. I was younger then of course but it still now, when I see Samsung I relate it to Chelsea. A separate Samsung ad I think of Chelsea straight away. It’s a thing I like. Before my favourite car brand was Audi and when I actually saw that Manchester United seats [in the dug-out] with the Audi logo I thought ‘damn it!’ and I’m not that fired up about Audi [now].

I: That’s fantastic! Going back to Samsung and Chelsea do you think that is a link that works, that makes sense?

R: To me it does because, actually I’m always thinking all types of advertisements don’t actually work I’m not that affected but it did in this case. It’d a thing that interests me a lot and it actually makes the proper associations in my head in order to browse for Samsung products.

I: … Why is Samsung [a technological company] a good mix for Chelsea or even football?

R: I’m thinking that it could have been anything. I mean it could have been any company and I would have been as interested as I am in Samsung.

I: Simply because of the connection with Chelsea?

R: Yeah. Actually the most ridiculous sponsor is Burger King that sponsors a Spanish team right now in the Primera, and they have these big hamburgers on their shirt, and it’s really ridiculous.

I: Why do you think it’s ridiculous?

R: Because they are playing a very intense sport that requires a lot of fitness and training and they are promoting some food that is not healthy at all.

I: That’s brilliant. But what about beer then?

R: Erm, it could be the same, yeah, beer is not healthy for a sportsperson but erm, beer is the drink of football. All football fans probably most drink beer and get drunk while watching their favourite team etc., and I think this combination is better. It’s more, I think it’s more adequate.

I: OK. Say, if it was, you’re watching a match with some mates and you’ve got some peanuts and crisps what happens if there was a crisp or a peanut company sponsoring a football team? Would that make sense?

R: I don’t know I can’t really relate football sponsorship with any kind of food by the way…

I: Why is that?

R: I don’t know, it’s kind of err, I don’t know, I have no idea. Probably any other drink other than beer, it all works but I don’t know. It’s kind of strange.

I: That’s interesting. That’s brilliant. … We’ve talked a little about sponsorship memories in the sense of the Chelsea-Samsung thing … and in a sense through their connection with Chelsea you were saying, in a sense, any sponsor, even if it hadn’t been Samsung, because of the sponsor’s connection with Chelsea it made you interested.

R: Actually, yeah. I am thinking right now if Burger King sponsored Chelsea what my reaction would be….

I: Yeah. Yeah.

R: But I think it wouldn’t be that positive but again I would probably be more informed with Burger King.

I: Just because of the… [potential connection with Chelsea]. That’s brilliant. … If you were interested in a sponsor say, Audi isn’t a good example because of their connection with Manchester United, but, I don’t know, your favourite Bulgarian beer or something that you really like back home, if they sponsored a team or an event would that make you want to go to the event or…? Just because your favourite…

R: They do that a lot back home especially beers, they’re sponsoring football tournaments for amateurs. And, but I don’t think that got me interested. Come to think of it most of the, probably the best beers back home actually sponsor some sort of sports events, yeah, most of them have sponsored football events, like these tournaments.

I: Have you been to any?

R: No, no, no. I’ve watched several games but … it wouldn’t be the brand that makes me go and see a game. But that’s back home.

I: That’s OK, because if that’s ….

R: I would go and see the game probably if it’s going to be a good game, or I’ve heard that the guys that play are good.

I: And that is an amateur? They’re not top level?

R. No, they’re like some kind of indoor football.

I: Brilliant.

R: And, err, most tournaments are like that. They’re like small fields, something like Futsal [indoor football very popular in Spain] but it’s not wooden floor it’s like grass but artificial.

I: Astroturf.

R: Yeah Astroturf. Most of the tournaments were held on those pitches.

I: That sounds great. Now, there’s a thing in the world of sponsorship called ambush marketing where a company that has a similar profile to one of the sponsors will try and get in on the act without spending the amount of money that the other one has. Say, Adidas were one of the sponsors of EURO 2012 so they gave, obviously, millions of dollars to do that but if Nike set up some stands outside the stadium would that be…? Is it something that is fair enough? Should it be banned? Is it ethical?

R: I think it’s fair as long as it’s, I don’t know, legal. It’s probably, it’s not actually inside – the stands are inside right? And so they are actually not interfering directly with the Adidas goal of getting more customers generally … no, I don’t think that’s, people can make their decision in order to, if they like Nike more they will buy stuff from outside, so I don’t think that interferes much with both names.

I: That’s brilliant. … Can a sponsor, or, as they’re called a sponsee…? So, if like a sponsor and a football club clubbed together can it help to improve the image of that sponsor because they have a connection with a football team? Or even the football team, can they improve their image because they have a connection with a certain sponsor? Do you think it works to that level?

R: I think it does, but probably with a say a lower, a team in the lower, not category, how do you call it? A lower championship…

I: League?

R: Yeah, league could help a lot I would think, not only because of the funds but the big sponsor that they got would be responsible to help them to buy new grounds, new equipment etc. erm, the relationship between sponsors and teams could, it is very important I think. … But also the label of the team I think, gets more expensive, err, I was really wondering why Premiership team’s shirts and kits were that expensive and I was having an argument with my dad because I wanted to get a Chelsea shirt etc. and he was saying ‘why would you try to, why would you give that amount of money to sweat in these kits?’, and I said to him ‘because I want it… I want to help their cause’. And he said, ‘this wasn’t a cause it’s pointless in doing that’, and we still haven’t figured it out who is right actually. But, yes the relationship is really important because it would help everything and, yeah the sponsor could mean a lot. It always does I think.

I: When, for example Luis Suarez was convicted of racially abusing Patrice Evra, could that have affected – it affected Liverpool’s [the team Luis Suarez plays for] – but do you think it could affect the sponsor as well of Liverpool at the time?

R: Well, as we kind of said in one moment that the sponsor and team are really related err, it could affect the image of the sponsor but to a lesser extent than the team itself … But, also if you were a real fan you wouldn’t, err …, hate your team for that because it’s only one man and it doesn’t make so much difference but on a subconscious level I think it has some relationship but to the reaction towards the sponsor as well but I don’t think it’s that … it wouldn’t be crucial.

I: Good stuff. … Multiple sponsors: say, I’m a Tottenham fan and I don’t really like Arsenal much – they’re our rivals – but I recently found out that Carlsberg is both, our official beer and Arsenal’s beer. Now, I think it’s part of the deal they have, it’s quite a widespread thing, but do you think that could be a potential problem for…? If a fan of a team finds out that another company is also sponsoring their rivals…

R: Is this in theory?

I: No, it’s actually true. Carlsberg is the official beer of both and some others – not Chelsea, they have another beer I’ve noticed – but there are other clubs in the Premiership that has Carlsberg as their official…

R: It hurts a lot when one of the main contenders…

I: But do thin…?

R: I think that could be actually, again, on a subconscious level…. If we look at things from up above it’s not really anything because, I don’t know, you support the game of the team, and it shouldn’t be related to much realistic stuff, related to money etc., because you would like the idea, the spirit and everything, but I think this more affects you on a subconscious level, erm, and actually the sponsor that provides you with the things you need in order to be good at football, in order to train a lot provides the same stuff to the rival team which could be, I don’t know, that could be a negative side.

I: Good stuff. Let’s talk about, how are we going to do this? Erm, either Levski or the Bulgarian national team would you prefer a domestic, as in a Bulgarian sponsor, or would like the idea of an international sponsor if they came in to give Levski, or the Bulgarian national team some money for sponsorship? What would be the advantage of both?

R: Right, at the current state of Bulgarian football, I would kind of prefer, I’d say, an international sponsor would be, like, a bigger company if we assume that. I would prefer that the sponsor is international, because it would provide more financial benefits for the club or the national team so it would help because…

I: even if the amount was the same in sponsorship?

R: Probably, and I’m saying that because the state of Bulgarian football back home is not that good, so I would prefer probably an international sponsor and also which is known around the world probably…. If it’s a big international company and, again, on a subconscious level that, it kind of helps self-esteem – not mine – of the players for example, if it says, for example Nokia or something big on the shirts, I think it would be a benefit to both players and fans.

I: Fantastic.

R: But if it’s a local company it won’t be that famous so … you were saying that the financial support was going to be the same?

I: Yeah.

R: So, probably up to how famous is the sponsor. I think that would help because it’s all about promoting the team and getting more fans, and trying to get more people to feel related to what the team does etc. so I think it’s most important to get more people to get related to what the team does. So I think it’s important to get a big sponsor. I think it is.

I: Cool. But that was it, there’s one more thing in terms of the programme we are going to talk about … Just got some … right, one of these is the official sponsor of Tottenham, can you see which one it is? … The official sponsor as in the shirt sponsor.

R: Oh, the one that produces them you mean?

I: The one that appears on the shirt. The big…

R: The main one. I think it’s Autonomy.

I: Brilliant. Good stuff. Well done.

R: Is that it?!

I: It is. You’re the first one to get that right! And this is five high street banks which one is the sponsor of the Premiership?

R: Err, Barclays.

I: Yeah, good stuff. There we go. And that was it. That was just a test.

R: Is that it?!

I: Yeah, that was it mate. Sorry if you were expecting more! … I love the thing with Samsung Chelsea.

R: I was talking out of experience because I really think there’s a… I tend to pay a lot, too much attention to this product – football team relations and I think it shouldn’t be that way. I think I should support any sponsor, anything, as long as it’s supports the ideas of the club and I shouldn’t have any prejudice against any products when it comes to sports.

I: Well, you’re only human mate! I think with sponsorship – I’m not going to be able to go into too much depth in my thesis, but I think we have so many different relationships with so many different products. As you said the Burger King – Samsung thing, one is Samsung an easier mix for you than Burger King? It’s one of those things. Would you if you could choose between McDonald’s and Burger King which one would you choose? I’m not talking about sponsorship, I’m just talking about getting a burger.

R: Burger King.

I: OK, so it’s not as if you have a liking towards McDonald’s then. And through my connection with Tottenham I’ll do so many strange things just because…

R: They’re related to Tottenham.

I: Yeah! And even to the point where I have this strange superstition now where I have to drink out of a certain mug when Tottenham play on a day, I’ve got this certain Tottenham mug that I have to drink out of, I have my Tottenham shirt, and this Tottenham hoodie. It worked on Saturday when we beat Manchester United and I’m going to have to do it tomorrow, so I have to plan my whole day about it… Thank you very much.

Interview 9 Male. 29. Portugal.

...

R: [£]3.50. [looking at the programmes]

I: Sorry?

R: [£]3.50… it’s a fair price.

I: Yeah, I don’t know, I suppose that’s just a reasonable price I suppose. I don’t know.

R: Yeah.

I: If you went down the lower leagues they’d probably be, I don’t know, they might be £3 anyway, so a similar price.

R: Yeah, I don’t know if we even have this [at football in Portugal]. We have some stuff like this, this looks like …

I: Yeah, it’s a little magazine.

R:… official stuff.

I: Yeah, exactly. Programmes have been a part of British football since, for 100 years or so. If you go on eBay there’s people collecting them and stuff like that. If you’ve got a certain programme you can sell them for loads of money just because someone wants to complete their collection.

R: Historical.

I: Precisely. Cool. I’d like to ask, first of, what is your interest in sport and football more so, but also sport generally. Let’s think about football first, if you…

R: I’m very interested in sport. Various sports. Football is not any more my favourite sport… but I really like, I have a football club, I am a fan of Sporting… but erm, I don’t know I gave up!

I: Have you been to any matches?

R: Yeah. Three or four. I have been to a Real Madrid match.

I: In Madrid?

R: Yeah, the Bernabeu [Real Madrid’s stadium]. And, I really liked it, but, honestly, my favourite way is to play it. I love playing it.

I: I can understand that. Do you still play, or…?

R: Yeah. I’m going to play on Friday. I’m going to start playing regularly on a Friday.

I: Nice. Who’s that with?

R: Some friends that I met, one or two, and they have some guys that they play with.

I: Good stuff, so that’s the main thing, but if you’re watching a football match, how does that come about? Do you… If Sporting were playing, or Portugal – the national team - how would you watch that match? On television obviously, but who would you watch it with…?

R: Who with? It depends. Back in Portugal at my house usually. My family is kind of separate, all over the place, so maybe alone, or with my brother whatever.

I: Friends maybe?

R: Yeah, with friends with Portugal: yes, but with Sporting: no. Or unless it’s Champion’s League or a big match…

I: Yeah, so the bigger the match the more of a …

R: Yeah. National championship, it depends, if it’s against Porto then…

I: You’d make an effort…

R: Yeah.

I: So Sporting are Lisbon based, Benfica are…?

R: Lisbon.

I: And Porto…?

R: Porto.

I: OK, yeah, sorry. So who are your main rivals then?

R: I consider our main rivals Benfica especially, because Sporting fans are, it’s kind of a hate, they don’t like it at all because we think, they think they are better, the best and they act, they are always saying they are, even some Benfica fans put Benfica over being Portuguese you know. It’s like they call it ‘Our Nation Benfica’.

I: Wow. I can understand why that would be quite annoying.

R: Yeah, they’re really annoying!

I: Yeah, I’m a Tottenham fan so I have a similar thing with Arsenal and Chelsea. Yeah, I hate them.

R: Because they are so, they have more fans and smaller teams have always the tendency to feel pressure.

I: Yeah, OK. That’s brilliant. That’s great. Generally, going away from sponsorship [interviewee is aware of subject matter of interview] when you see commercials when you’re watching a movie or a television programme and commercials come on, how do you…? What would you normally do during a commercial break?

R: During a sports…?

I: Any, in any sense.

R: Watching a movie or whatever?

I: Yeah.

R: What would I do? Well, I … usually I just consume it. I just see it. It depends on the commercial, but if I’m seeing something online, yeah, erm, also I consume it.

I: Yeah, you just take it as part of the…

R: I just take it as part of the … usually, especially online because it’s free they have to have some kind of income so…

I: Yeah, brilliant.

R: I don’t see it as a bad thing.

I: Just as something that happens. So to enable you to watch it for free you have to endure – so to speak – the adverts. That’s brilliant. Going back to sponsorship, how would you describe sponsorship? What is your understanding of sponsorship?

R: Well in terms of sports? Well, there’s a team nowadays need really a lot of money to remain competitive and hire the best players and there’s the enterprise, or whatever, that wants to sponsor that team they also want to increase their visibility, their market visibility and I think it’s a good thing that they have a partnership with the team as they can help each other.

I: Brilliant. Do you think there’s a… that’s the advantage of course, but are there any disadvantages to sponsorship?

R: Well, I have felt sometimes that it’s always a risk for the brand with the sponsorship to get together with a team that maybe successful or not and maybe, I don’t know, maybe if that team is really unsuccessful then maybe that brand will have a lower reputation.

I: That could be the connection between sponsor and team is so strong that the team’s results affect, could affect the image of the sponsor.

R: And also … some people may see it as … very economic way of dealing with sports and everything gets a little bit mixed and maybe sport loses some of its purity.

I: Yeah, OK.

R: Yeah, mix, an interest mix because they have to certain type of events and autographs… It becomes a little of a consumerist thing.

I: Fantastic. Have you got any specific memories of a sponsorship that you can really remember? Say, when you’ve been watching matches have there been certain sponsors that…come out at you?

R: Well, back in Portugal BWin [a sports betting company]. Website. They sponsor a lot of our teams for a few years. Even the league was called BWin.

I: Wow. OK. Is that a Portuguese company?

R: No, I think it’s a worldwide betting sports website.

I: OK, and they sponsored the league…?

R: They sponsored the league – gave the name to the league; the BWin League, and they also sponsored some teams, I think Sporting, Porto.

I: At the same time? So Sporting was sponsored at the same time as…?

R: Yeah, even though they said DMM, which is like the British Telecom [main telephone provider in Britain] sponsored all three. They all have DMM.

I: Including…?

R: Sporting, Benfica and Porto.

I: Wow. And they’re the three big teams in Portugal.

R: Right now, besides Braga they are in the top four, well, Braga is doing better, but yeah…

…

I: That’s really good though, so they sponsored at least three teams, the three big top teams.

R: Yeah.

I: Including, therefore, rivals of each other.

R: Yes.

I: How was that? Knowing that they give equal money…

R: I think that’s, err, excellent strategy because they win, if one of them wins, they win! It’s a lot of visibility because these are the three main…

I: These were on their shirts?

R: Yes. It’s TMN, it’s a mobile company in Spain or whatever.

I: So TMN have done it but also BWin have done it as well.

R: BWin has done it before yes.

I: Who was first?

R: BWin.

…

I: So, BWin first?

R: Yeah, I think so. I’m not 100% that they sponsored the three of them but I know they sponsored the league and one or two [of the teams].

I: In terms of TMN for example, would that have affected your consumption, or using that product because they sponsored, of course, they sponsored Sporting but they also sponsored …

R: It’s still like that.

I: OK.

R: Honestly, they don’t have a very good reputation, it depends on the parts of the country, it’s a very specific thing…. If it affected my perception? Err, Probably, I don’t know…. But, no I don’t have a TMN mobile and honestly it didn’t affect me that much.

I: If TMN offered you the same deal as you have now, would you…?

R: No, because of the policy, they have a bad reputation in terms of assistance and it was a state-owned company – not any more. They controlled the market and the market in Portugal is very small and they controlled the system and prices are high due to that manipulation … So, myself as an internet consumer, mobile, I don’t like their politics.

I: Fair enough. So, because of that, because you don’t like them would their link with a football team… let’s leave Sporting in has that affected your image of Sporting for example because TMN’s bad reputation.

R: Yeah, I don’t like to see it there.

I: OK. Fair enough, I can understand that.

R: And even the way they do it [how the logo appears] it’s like a rectangle that says TMN, I don’t think it looks that good on the shirts.

I: That’s brilliant. That’s cool. So that has actually, because of TMN’s connection with Sporting that has actually affected your view of Sporting would you say? Has it?

R: Maybe a little bit. I don’t know, their commercial department I have issues… It’s some kind of a … it’s common. It’s so common to see TMN on every shirt that you get so used to honestly I don’t know if I pay that much attention to the brands on the shirts, but I don’t think it affects me.

I: That’s brilliant. That’s great. … OK, so, if you were a big fan of a certain brand, I don’t know what that could be, but, OK and that brand, that company sponsored an event or a football match, or a football team, would the sponsor’s connection with that event make you go to that event just because you like the sponsor, you like the brand?

R: Yeah but honestly not with football, I feel that more with surf.

I: With what sorry?

R: With surfing. … I think … it’s…

I: Why not football? Just to start with that.

R: Football … I don’t think brands at sporting events…

I: Say you really liked Nike for example and they organised a local football event in your town. Would you think ‘oh, I love Nike, I’ll go to that’?

R: Yeah… If it was Adidas or Reebok but Nike, not so much.

I: OK. I chose the wrong one! I’ve got a soft spot for Nike, not everyone has!

…

I: That’s brilliant. Going back to surfing; if a sponsor that you liked in surfing would that make – have you got an idea of a sponsor that you make you go…?

R: Rip Curl is my kinda favourite, I like more the image. Quicksilver also. Rip Curl and Quicksilver. Billabong…? I’ve tried their stuff and I don’t like that much their image. Even their … brands, whatever the design for Rip Curl and QuickSilver….

I: Why is that? You were talking about the reputation of Billabong… Why is that?

R: Because, when I surfed, I have stopped now for three or four years and … But I still follow, I was following the QuickSilver Pro in France which is happening right now, and… their suits, their wetsuits aren’t as good as Rip Curl’s. Rip Curl have always been a step ahead of them and their suits don’t last as long.

I: OK. And are they the same price?

R: Yeah. The same price and the design is also better. So, the price...

I: Yes, so you get more for your money with QuickSilver.

R: With Rip Curl or QuickSilver [than Billabong].

I: OK. So, if Billabong sponsored a local surfing event…

R: I would always go…

I: OK.

R: … But maybe in my mind I would think ‘maybe this would be better if it was Rip Curl, it would be cooler’.

I: OK. Brilliant. Two events going on at the same time Rip Curl and Billabong which one would you go to?

R: Well, it depends a lot on where it’s situated… About the waves, where it’s situated, the athletes who go there because Rip Curl sponsor a lot of good athletes, they’re like… So it’s a bit of a mix.

I: OK. … Do you have a favourite surfer?

R: Yeah, I like Alex Slater, I like Mick Fanning the Australian. We have a Portuguese in the World Tour one of the only Europeans there Thiago Perez.

I: Would a Billabong sponsorship of one of your favourite athletes affect your judgement of him? In this case, is it the man or is the sponsor? Where does it stop?

R: It’s the man.

I: OK, so it doesn’t matter that…?

R: No, because it’s such an individual sport that everything counts there. Your personality counts a lot, the waves, the competing, the way you surf. It’s very down to one person, and it’s like a battle, you … I think it’s very exciting.

I: Yeah, it’s an immense sport.

R: I love it…

…

I: … Would you develop a loyalty to a sponsor because they sponsored, let’s keep on Sporting but go away from TMN, if another company came in would that loyalty…?

R: Now I remember that Sporting is sponsored by Puma. And maybe that affected my perception, I don’t know, I buy more stuff with the… I really like it with the Puma [logo] because Sporting’s nickname is the lion, and I really like it, I think it’s really cool and…

I: They make good kits…

R: Yeah, really stylish and cool. What was the question?

I: Do you become more loyal to a company because of their connection with..?

R: Maybe.

I: Who made it before Puma, can you remember that?

R: Err… Nike or Adidas one of those, I’m not sure.

I: Can you think of any times where you’ve thought ‘wow, I’ve literally just bought this because of its connection with Sporting’?

R: No.

I: No, OK.

R: Honestly… Only if I buy something [to do] with sports, then I will buy Adidas or Puma…

I: OK. Good stuff. There’s obviously lots of money, incredible amounts of money in sponsorship and there’s also a thing called ambush marketing where a company that’s very similar to a main sponsor tries to get in on the effects, but actually doesn’t give any money. So, say Adidas were one of the main sponsors of the 2012 European Championships, they were one of the official partners, is an ethical practice for example, if Nike went outside and had some stalls set up… If Nike did some promotional work even though they’re not a part of, even though they’re not a sponsor they’re trying to get in on the event. Is that an ethical practice? Is it fair enough? Is it something that should be stopped? … Does a sponsor have a right because they’ve given so much money…?

R: To stop other kinds of…

I: Other kinds of companies who…?

R: Well, it depends… I think it’s ethical because … I don’t know, if Adidas sponsored the EURO 2012 and Nike put a stand outside just promoting it selling whatever, I think it would be, I don’t think it’d be so unethical but I don’t think it would be a good idea because it would be overshadowed by Adidas – they’d be Adidas everywhere – it would just be a small Nike, so it would be overshadowed so I don’t think it would be a good strategy but, err I don’t think it would be unethical.

I: Brilliant. Excellent. Do you think it works better if a sponsor has a connection, a natural connection with football, for example. Does it work if there is a stronger link? I don’t know, what do think is a good link with football? What products are good with football? What works?

R: Err, merchandising stuff?

I: Yeah, I mean companies. What companies are better, types of companies are better to sponsor football? In your mind what works?

R: Yeah, well, yeah companies that make sports goods and, yeah, all those Nike, Adidas, Puma, Reebok, I think that’s a good type of company to do that they also do footballs. Everything related to football equipment, shoes, so I think that’s perfect better products and err, also like, I don’t know if Barcelona is UNICEF anymore, so..

I: They have been.

R: This year they changed.

I: Yes, the Qatar Foundation , which I think is another charitable thing.

R: Yeah, yeah.

I: What do think about the Barcelona – UNICEF thing?

R: I think it was really cool, they didn’t got any money for it I think they were just giving their name for free I think that is also very good for the football team also …

I: whose image did that help? Did it help UNICEF and Barcelona equally or…? When you think of that sponsorship arrangement who gets the most out of that in terms of improving their image, would you say?

R: I think Barcelona because they pass the image of … integrity or whatever and not being a sell-out ever and I think in people’s minds, it’s a cool thing to do.

I: Fantastic. So what did UNICEF get out of it?

R: I think they also could’ve got a lot of visibility and maybe a lot of people thought about it in another way so they wouldn’t be as talked about probably.

I: Well, we’re talking about it now, so it’s one of those things. And do you feel that works? Could UNICEF, I know it’s very difficult because Barcelona didn’t have a shirt sponsor, but in a sponsor-free world could UNICEF, could that connection have worked with other football teams do you think? Or was it just because it was Barcelona?

R: It could have worked with any team.

I: And it would have improved, whose image would it have improved? If it had been any football team would it have been the football team it improved or…?

R: Well, yeah, both, both.

I: So, it’s not necessarily that it’s Barcelona it’s just the fact that it was…?

R: Yeah, sponsoring a charity. I think that’s the only one who does that so I think it separates you from everyone else you come to attention.

I: Brilliant. That’s fantastic. … We’ve mentioned it a bit … We talked about it actually – multiple sponsors – but I’d like to go over it again in terms of Tottenham and Arsenal we’re big rivals. OK? I found out recently that…

R: Arsenal is from…?

I: North London, yeah. We’re about five kilometres away from each other so it’s, err, …

R: Tottenham is more of a city club, more typical city club, more neighbourhood…

I: Yeah, definitely, we’re actually keeping that neighbourhood going to be honest … we’re wanting to build a new stadium and wondering whether to move away, but the Government, the Mayor of London have said ‘no, you’re staying in Tottenham’, well, Tottenham wanted to … they actually forced, it was a bit of both ways and eventually it came to a point where [they said] ‘you’re staying here’, ‘OK, we’re staying here’. Because it’s in the interests of London generally if Tottenham is at least financially viable, the area of Tottenham is financially viable so the team makes it. It’s a very poor area…

R: Yeah, because if the riots last year.

I: Well, that was a result of. … I found out that Tottenham’s official beer – just the official beer, not the…

R: They have a beer.

I: They do, and that’s Carlsberg. OK? But, Arsenal’s official beer is also Carlsberg.

R: OK.

I: Right, if this was the same with Sporting and Benfica for example, if they shared the same official beer, we have talked about it slightly, but is there a point where sponsors have to say ‘no, we can’t do rival teams anymore’ or is it something that happens and you can’t do anything about it?

R: So, you [Tottenham] and Arsenal have the same beer…?

I: I think it’s part of a general, part of the league thing. It’s not, Chelsea, for example have a different official beer, but as much as I know Tottenham and Arsenal definitely do and I assume that other clubs in the Premiership do as well, have Carlsberg as well, but, in terms of Tottenham and Arsenal with a big rivalry, could that cause problems do you think? …. Does company have to be careful who it sponsors or is it to a point now…?

R: Maybe, maybe. I don’t know how… the more radical fans may be think they are traitors because sometimes clubs fan mentality is, I know in England it’s quite bad…

I: Yeah, it’s utter madness.

R: So, if you’re for us, or them maybe it’s a little ambiguous and people have strange ideas about it and feelings about it probably.

I: So what do you think if a strong Tottenham fan found out that Carlsberg was…

R: Maybe by changing their beer brand maybe. Well, in Portugal’s case, football teams are trying to get money from everywhere so they created their own beers. Sporting has Sporting beer. Porto has Porto beer and they have the symbols on the bottles, it’s their beer.

I: Wow. Is that sold in supermarkets?

R: Yeah, yeah. It’s not as common to see, but honestly I don’t know if it’s on sale in stadiums, I’m not sure. Yeah, they publicise it…

I: Just a part of marketing…

R: Yeah, they have their kits, they do everything.

I: Brilliant idea, because that obviously takes out the problem of rivalry…

R: But, also, there’s two main beers in Portugal Super Bock and Sagres. And Benfica is more about Super Bock and Sporting is more about Sagres, it’s kind of a connection.

I: How is that? How did that connection develop?

R: Errrm, I think it has also to do with the size of the companies. Benfica is bigger and Sagres is also, … kind of the biggest but Super Bock is kinda behind almost half/half and Super Bock is a little bit lower that’s why I think Sporting fans like it because it is the equivalent to our number of fans, how we feel about our place inside Portugal whatever. Something like that.

I: OK. So, has there ever been a sponsorship involved or…?

R: I think so…

I: Wow, so having an identity with Sporting means you identify with a beer that’s similar, got similar characteristics to… That’s incredible, that’s interesting. Now, we’re talking about domestic and international sponsors. OK, so … the Portugal national side two sponsors come in, one a Portuguese and the other an international company, they both give the same amount of money. Who would you prefer to be the sponsors of the national team?

R: The national one which is also TMN! They’re everywhere.

I: In terms of Sporting, which one would you prefer then?

R: In terms of Sporting I wouldn’t mind if it was international, well, in terms of money, if it was Sony or…, it would be cool…

I: Why is that?

R: Because, internationally we would be more visible, improve profits…

I: Brilliant. And, what would Sony get out of that for example, if they sponsored Sporting?

R: More visibility in the Portuguese market … I think that would be their main aim because, yeah Sporting goes… more, yeah, to increase their visibility.

I: Brilliant. Great stuff. So that was it! Just the questions about the old programmes. … Now I’m going to show you two pages with images on… Now, these are all high street banks in Britain, you’re well aware of them having lived in Britain…

R: Some of them.

I: Which one is the sponsor of the Premiership, the main sponsor of the Premiership, do you know?

R: Is it Barclays?

I: Yeah. That’s cool. Good stuff. … One of these is the main sponsor of Tottenham and is very clear in the Programme. The main shirt sponsor, not official beer as we know!

R: Yeah, yeah, yeah. Oh… Is it Puma? No.

I: Well, it doesn’t matter. Just give an answer and I will… or a guess.

R: I guess Puma.

I: That’s cool. Autonomy is our sponsor this season and last season. But Puma and Under Armour I put them in because last season we were made by Puma and this season we’re made by Under Armour which is an American make. I’d never heard of them before, why do think Tottenham are interested in working with an American company? That hasn’t got much… [presence in the UK].

R: Yeah, I think it’s pretty much all about money.

I: OK! What do Tottenham get out of it?

R: Yeah, and also it’s an American company, soccer is really growing in America and it’s becoming a very big sport over there so it’s… British teams have tours, I know that you [UK football teams] have tours of the States and you can get a lot of fans and a lot of money from it.

I: Fantastic, good stuff. The thing about Autonomy is it’s actually very interesting – well, if you like that sort of thing…

R: I don’t know the brand.

I: No, they’re a technological company and I think they’re HP as well. It’s strange because my knowledge is relatively vague as well, but these symbols [the Autonomy logo] works as a scan code, so if you download the app and scan the code [the logo] including on the shirts you get extra either information about the company or … ‘exclusive extra content from Andre [Tottenham’s trainer] on today’s game.

R: Cool.

I: So, it’s obviously something, they’re trying to expand it, but interestingly they’re not…

R: I didn’t know them.

I: No, nor did I [before they became sponsor of Tottenham] but, that’s the intriguing thing, because if it had been Carlsberg the connection would have been stronger or something. That’s fantastic… Thank you ever so much.

Interview 10 Female. 25. Germany.

R: [looking at programmes]... It’s weird, because it’s something I probably would not have looked at for myself so I don’t really know…

I: Yeah, but it’s just a question of looking through it…

R: Get an impression of the paper? Or get an impression of…?

I: Yeah, it’s not a question of, don’t worry about it too much, it’s cool. Just look through it at your own pace.

R: Many pictures. Many advertisements. It’s about sports. …

…

R: Umm, OK.

I: Cool, as I say I’ll ask questions at the end, I’ll put them away. Exciting stuff. Right, interest in football or sports generally, what is your interest? Have you got an interest?

R: In football?

I: Yes.

R: Actually I watch football now and then especially, I guess more the, what’s it called? The EM [European Championships]the World Championship and also German League sometimes, it depends on what teams are playing.

I: What team would you…?

R: Werder Bremen. My father is from Bremen, so…

I: There we go. How would you watch these matches? In terms of Werder Bremen matches how would watch that? IS it a family thing? Is it a friends thing, or…?

R: It actually depends very much. If I remember there is a match I will watch it sometimes with friends, but I would say actually more with family whenever I was still living at home erm, I sometimes just listen to it on the radio, on internet radio instead of, so it’s sort of like I’m paying attention but it’s just something I do on the side so…

I: Brilliant, and is that, if you’re listening to it on the radio would that be on your own?

R: Yeah, that would be on my own, just internet radio just running just doing something else.

I: OK, brilliant. In terms of the national team, what about that? Is that a different occasion?

R: Yeah, that’s different. Yeah definitely, that’s more of a family, friends event where you get together maybe have a barbecue before and actually, yeah, watch it together being exciting for it, or not if it’s a bad game.

I: Yeah, of course, it’s up and down! In terms of, would you watch, say a Germany match in qualification match or a friendly match or is just the European or World Championships?

R. It depends, if I have time and I zap through the channels and I see ‘Ok, that’s running right now’, I would probably watch it and stay on if it’s a good game but if nothing is really happening then I probably wouldn’t watch it, so…

I: Brilliant. OK.

R: It would be a difference between matches that it’s actually important that they win.

I: Of course. And it’s good to watch in that sense. OK. Going away from sponsorship, not that we were on it, we will be on it, advertisements, commercials generally. When you see a commercial say during a movie or even a sporting event, how do you react to that?

R: Don’t care.

I: You don’t care.

R I don’t care! Well, it probably depends, if it’s a, if it was a brand that I associated with I, especially Venn or a city that I lived in in former times with friends somehow I would maybe think of it, but it would not affect me ‘I need to buy this’, or ‘I have to’, I don’t know…

I: How do you behave when adverts come on?

R: Errm, in a movie theatre it doesn’t bother me.

I: On television for example.

R: On television? It depends on the channel I guess. If it’s a channel that I know the commercials are really long I would probably go to a different channel and if they were short I would say, ‘yeah, that’s fine’ just get a glass of water, use the bathroom…

I: Yeah, there we go. … OK, to sponsorship now, how would you describe sponsorship? Or what’s your understanding of sponsorship generally?

R: Err, it’s a funding, whatever it is, sports maybe with a return of wearing, like, the logo I guess, that’s what sponsorship is to me.

I: That’s cool. Do you think it works?

R: No, it doesn’t really matter.

I: Err, is there any…? Why doesn’t it work in your mind?

R: Well, it doesn’t work on me. It might work on different people, but it doesn’t work on me. … I just don’t care!

I: That’s fair enough. What are the … advantages and disadvantages of sponsorship? What are the advantages of sponsorship?

R: For the company or…?

I: Both.

R: Well, one of them gets the money in return of just wearing a different logo, well it probably depends on the company you are doing the sponsorship with because you want a company that has a good image and vice versa so the company also wants to be doing sponsorship for a club that has a good image, I guess.

I: Can a sponsor, or even a football team improve the image of the other party? So can a…?

R: Yeah, maybe.

I: Why is that?

R: Well, if I would generalise it I would say a team like Borrussia Dortmund coming up really quick and really well maybe a chemical company like Evonik has a different, erm, a different status perhaps in the minds of people now and they actually did a commercial with, where they actually included, so they did a commercial the Evonik chemical company by including fans of the soccer club so…

I: OK. Wow.

R: … They actually really connected in a good way.

I: So through Borrussia Dortmund’s progress that reflected on the ….

R: Company would say so, like, everybody knows Evonik now in Germany because they are wearing it right here. I don’t think, the image might have changed but it’s not something I would, there’s no way of buying a product from it, they’re just producing chemicals and supporting…

I: But by producing chemicals that potentially could be a bad company…

R: No, they don’t have it...

I: OK.

R: As least for me, they don’t have it.

I: Why is that, do you think?

R: Because of the soccer company probably, well, actually I think I got some other insights into how the company my father and the internships I’ve done so I might have a different background.

I: OK. Why? What does your dad do?

R: He’s doing sea fright and internal management in those companies, he has never been to Evonik, especially Evonik but other chemical companies.

I: So you have a slightly more knowledge of it. OK, that’s cool. … If a sponsor, say a company that you really had a soft spot for, I don’t know what that would be, but you were really into a company and they sponsored an event would that make you go to the event because they were the sponsor?

R: Well, I studied political science so, I was educated in the way to always see both sides so I don’t think I would ever be that loyal to a company I would never do that so it doesn’t matter.

I: OK, that’s cool. But, the other way round, would you develop a loyalty towards a sponsor because they have a connection with a team, let’s say the German national team or Werder Bremen?

R: I don’t think so. I always try to look for the best offer, for example Adidas it doesn’t matter to me if the … sporting team is wearing Adidas, Puma, Nike it doesn’t matter. I have to like it to a point and the price.

I: OK. So if, say Nike, an American company as opposed to Adidas and Puma [both German] if they came in and took over from Adidas who make the German [football team’s] things, would that be an issue for you or not?

R: Well, they would probably have their reasons for doing it so I don’t think it would matter.

I: OK, so it’s just because the German Football Association…

R: If they choose Nike – I don’t think they would – but if they did I don’t think that makes any difference. I think it would make a difference in the media though. I think it would be highly…

I: Do you think that would cause problems then?

R: Yeah, with loads of people that could cause problems. … So…

I: That’s good. … There’s huge amounts of money involved in sponsorship nowadays, in terms of Adidas they were one of the official partners of the European Championships 2012…

R: They were?

I: They were. They obviously gave a lot of money for that privilege but if, for example, Nike say, set up events outside the stadium is that an ethical practice or an unethical practice, or…?

R: Well, so, Nike did do that? Did Adidas do it?

I: No, this is hypothetical because Adidas is one of the main sponsors that gave loads of money, is it…?

R: If Nike did that at the same time?

I: Yeah, just to try and get in on, to try and confuse consumers to get in on the act in a sense even though they haven’t paid any money what are your thoughts on that?

R: I guess… is quite free and everyone is supposed to have their own opinions so I think it should be OK.

I: OK. Ethical, unethical?

R: That’s a hard question, because I would, on the one hand I would say it’s unethical but I couldn’t tell you why, it’s just feeling like you should do it there’s no reason, it’s all free, everybody should be able to think for themselves so… that’s hard. I actually can’t answer!

I: You’ve provided an answer, so that’s great! … Does it work better if there’s a natural connection between the team and the sponsor?

R: Yeah, I think it does.

I: OK, why is that?

R: Werder Bremen right now I think has a contract with a producer of meat, chicken, and it just seems weird to me, I don’t know why, but I think if they, a few years ago they had also a company that produced articles, like for sport, clothing for sport, I think that makes much more sense than chickens!

I: So when it makes sense does it become…?

R: It’s just nicer, but it doesn’t really make a difference, it’s just a logo.

I: Why would a team go for a chicken company as opposed to a sporting company?

R: I have no idea.

I: Why would they have changed their sponsor do you think?

R: Probably because one of the companies didn’t want to do it anymore, I don’t know for whatever reasons and the other company might have had a good offer, I guess that’s, and they may have had offers from other companies so that they chose the best one.

I: There we go, that’s great.

R: I must say I have never studied anything in the marketing area!

I: That’s perfect, it doesn’t matter at all! That’s brilliant. In terms of Borrussia Dortmund was it, and the chemical company?

R: Yeah.

I: Why does that… has it always work that sponsorship?

R: Oh, I have no idea. I have never paid that much attention to Borrussia Dortmund in the years, like three years ago they started to be really good and that’s when I remember they had Evonik on I, but I don’t know how long they’ve had that sponsorship.

I: But, how come that link works now do you think as you were saying it seems to?

R: I don’t know if it does for everyone, like I say it might be in my mind that I remember it well, but I think the commercial also, the way they connected it, I think it was a girl wearing a really slutty outfit and then the mother told her not to go out dressed like that, and she goes upstairs again – it was all in the living room – and she comes back and wears a football shirt, scarf and a hat and the mother says ‘that’s OK, you can go now’, and sponsored by Evonik, so I guess, they just did a good job of connecting it that well so that’s why it’s, it might be connected in the heads, minds of all people but I don’t know if that’s really for everybody or that’s the case for everyone.

I: That’s brilliant, that’s your answer. Cool. Right, multiple sponsors, being a Tottenham fan I, our rivals are Arsenal OK? I found out recently that Carlsberg is the official beer of both Tottenham …

R: Of both? Oh!

I: Yes. What are your thoughts on that? Why would that happen in that sense?

R: I think it’s a bad choice.

I: OK.

R: Whoever was there first of the teams did a, whoever was there first with a sponsorship that was OK but the second one should have thought about that.

I: I think, in explanation of it, I think Carlsberg is an official beer supplier of a number of Premiership teams and two of them happen to be arch rivals so should Carlsberg perhaps…? Is it a case of…? How would you think that might affect fan’s behaviour towards Carlsberg?

R: Negative. Definitely negative. Even though you could think of it in a very positive way they might just lead to commercial drinking happily together and that’s not going to happen I think! So, I think it’s a bad choice but I don’t know if that’s the fault of Carlsberg or it’s even worse of one of the teams. … They should take more responsibility for it.

I: Brilliant. Good stuff. … If, let’s talk about Werder Bremen, if a domestic sponsor came in with the same amount of money as an international sponsor who would you prefer to have as a sponsor?

R: To be honest what first [came] to mind was to say the German sponsor should be there first, but then I thought ‘OK, it’s all about diversity and maybe a foreign company has better offers and has made a concept or innovative things to present that might be a very good option for them to do that in the Bundesliga…

I: For the company?

R: Yes, for the company, because there are so many viewers every week that might be a good thing but then again for the soccer team it might not be that good.

I: Why’s that?

R: Well, I guess, most soccer fans belong more to, that’s too generalised maybe, but belong more to the right wings population…

I: Potentially, yeah.

R: … not extremely, but off of central so they are more interested in national stuff, so they would probably prefer not even a German sponsorship but maybe even a local one.

I: OK, in that sense. In their minds what would a local, or even a German sponsor have over an international…?

R: Knowledge of soccer of how it all works, I don’t know, I haven’t thought about it… I don’t know.

I: That’s brilliant. That’s cool. So now we’ve just got the …I’m just going to show you two pages with a number of logos on both of which appeared in the programme and I’m going to ask you… These are all high street banks in Britain and I would like you to say which one is the main sponsor of the Premiership.

R: That one.

I: That one? RBS [Royal Bank of Scotland].

R: I think so. IS that it?!

I: For that one, we’ve got one more. It was actually Barclays.

R: Really?! Which one? Barclays, I didn’t know that. It’s got … the colours were dark blue that’s what I had in mind and that is why, I knew it wasn’t HSBC!

I: You’re right with the darker colours, that’s interesting…. And then this one, we’re talking about the main shirt sponsors of Tottenham OK? Let’s just see how…

R: I don’t think I’ll remember.

I: That’s alright. One of these is the official shirt sponsor as in the one that appears on the shirt.

R: To be honest I have no idea. I remember that there was an article in the older programme about…

I: Mums Matter, yeah.

R: But also…

I: It’s all part of the same [campaign].

R: I would say Carlsberg because you told me, but …

I: Well, Carlsberg are the official beer so that’s… but the actual shirt sponsors are Autonomy… Although it says Aurasma the actual official shirt sponsors are Autonomy to the point that… it is confusing because…

R: I didn’t even see that!

I: They have got another name as well, they need to sort that out, but the interesting thing is these [the Autonomy logo] work as a scan code … [in the programme] it explains the process, if you download the app, scan this in any way, I could go up to someone wearing this shirt and you can scan that and get extra coverage … if you scan this you get extra coverage about the match.

R: I didn’t know that, that’s pretty interesting.

I: It is!

R: I don’t know, the first page I know is always advertisements so I always skip that.

I: OK. That’s good.

R: If I get to the content I know, first page is advertisements, then the contents then the rest, whatever it is.

I: That was that. Thank you very much!

Interview 11 Female. 28. USA.

I: First of all I’d like you to look through these two programmes. One from this season and one from last season so look through them at your own pace then we’ll put them away and then I’ll ask some questions about it at the end.

…

I: You’re …. How old are you?

R: 28

I: And from the States?

R: Correct.

I: It’s good to ask an American about sponsorship, sports sponsorship because…

R: We have a lot of that.

I: Quite a lot of literature so it’ll be interesting to hear your point of view on it.

R: Is that not common here in Europe?

I: What’s that, sorry?

R: Sports sponsorship.

I: Errm, I think it’s becoming more so. It’s taking the American model which has always been prominent but I think it’s becoming more Americanised, because America, you could argue, is the world leader in it, or a lot of the first major sponsorship happen in the States I would say.

R: I we talking about sponsoring an individual like Tiger Woods or…?

I: It can be anything, general team sponsorship…

R: Or Budweiser sponsoring … OK, got it.

I: But there’s no right or wrong answers just your opinion …

R: Surprisingly there’s not a lot of sponsorship in there [within the programmes].

I: No, I’ve been surprised by that, it’s not full of adverts for example all the way through.

R: Which makes reading it a lot more fun without advertising.

I: That’s true.

…

I: Cool. I’ll put them away so… Good stuff. First of all I’d like to ask what’s your interest in sports do you have?

R: I’m into more snowboarding and kayaking.

I: OK.

R: Outdoor sports.

I: Do you have any connection with soccer at all or…?

R: Err, we played it in Grade School, but other than that I think, but also just watching it for Americans when you have Mexican soccer duels which is fun or the World Cup, but other than that…

I: OK. Have you seen a US soccer match?

R: We do. It’s actually a very big sport in our city.

I: Yes, Utah have a massive team.

R: Yes, Real. I went a couple of times especially the big matches against LA Galaxy.

I: Yeah, of course. Would you make a point of seeing a match on television?

R: I do. A lot of my friends have season tickets it’s in my town so we just drive down.

I: Into the stadium?

R: Yeah.

I: That’s cool. And would you describe it as a social event?

R: Yeah. Big social event.

I: And what do you do at the stadium? Do have a routine, do you buy certain things or…?

R: I don’t know if we have a routine, I know a lot of people have a routine such as they bring musical instruments and recreate that Mexican version of watching soccer, or in the U.S. they usually just like to wear the scarfs and hats for the team and, I don’t know, I guess they drink beers.

I: Often the case! Good stuff. Generally, not sponsorship, but commercials, when commercials come on when you’re watching a movie or a television programme, especially in the States where there are a lot of those, how do you react to those? What do you feel about commercials?

R: I’m OK with commercials some commercials are kinda funny so you’ll find people repeating them, especially during the Super Bowl where they are there to watch the commercials.

I: And that becomes a talking point.

R: It does actually. Everybody talks about it, the Subway commercial they have in America which everyone finds kinda funny but they don’t have here, or the PC and Mac commercials were funny for a while.

I: OK, are these just Super Bowl commercials or are they on-going?

R: On-going commercials and I think they actually started during the Super Bowl, so, erm, I think you either just tune it out and just wait for the programme or you sort of pay attention to the commercial and just kinda go along with it.

I: OK. Good stuff. So, going back to sponsorship, what is your…? How would you describe sponsorship? What is your understanding of it?

R: Well, I think there’s individual sponsorship like Tiger Woods and Nike and different places recognizing what a great player he is and deciding to indorse him for money, we also have Olympic sponsorship where certain companies will go ahead and endorse the Olympic speed skating team because they actually don’t make an income so they do need sponsorship in order to prevail…

I: Brilliant.

R: … Which Americans, I guess I see as a good thing. Especially in America everything is sponsored by a company like Wrigley’s Stadium, Sprint Stadium so it’s sort of everyday, and there’s also companies that will sponsor teams so, erm, let me think, somebody sponsors New York Yankees so you have baseball team sponsors, Utah Jazz [NBA Basketball team] are sponsored by a nuclear waste company.

I: Wow.

R: There you go!

I: That’s… How would… That connection with a nuclear waste company has that affected the Utah Jazz’s image?

R: In the beginning it did because before it was sponsored by Delta Airlines and you had the Delta Center but then, erm…

I: Delta is that based in Utah?

R: Yeah, it’s their home stadium. Then Delta couldn’t pay for it anymore because of the financial crisis so the nuclear waste facility within the state of Utah was making a lot of money and they’re actually an international company and they said ‘we’ll go ahead and buy the stadium’ to sponsor our brand and show us as a good humanitarian company and then Americans thought it was sort of fishy or Utahans but now everybody sort of put it as matter a fact-o you know.

I: So, in a sense they got used to it. Did it affect Utah Jazz’s image?

R: No, because I think the owner of the Jazz … Larry Miller was the person behind the Utah Jazz so that’s what they saw the face of.

I: OK. Larry Miller is…? Is he a player?

R: No, he’s a big business owner in the state yeah, and he owns the team so they sort of saw him, and the individual players they idolized and in the beginning it might have been a controversy sort of taking dirty money that was hurting the state but, after a while they cared more about who was playing and who was winning.

I: Brilliant. Good stuff. Does sponsorship work do you think?¨

R: Yes. I think sponsorship works.

I: Why does it work?

R: I think because, for example, the U.S. Olympic teams it’s hard to obtain money for that, the U.S. Government doesn’t give it out so it needs to come from the private industry somewhere, and it’s not like an individual is going to sponsor World Speed Skating or something, so, it’s better if a company sponsors it and I think, within the U.S. area company sponsoring so many things; you have companies sponsoring schools education, you have companies sponsoring… so, sports it seems very natural.

I: OK, brilliant stuff. Would there be… there’s the advantages, but what about the disadvantages of sponsorship?

R: I think the disadvantages it makes the sport or the individual superficial so where you have Tiger Woods, he’s sponsored by all these companies making all this money so is he really holding up the integrity of golf? If he’s just there to make the bottom dollar.

I: That’s true. In terms of Tiger Woods obviously he was dropped by a lot of companies [after he was found to have had a number of affairs] why was that?

R: I think because he created the sort of American image of having this family and not cheating, holding up these certain morals, so when it came out he was very immoral and you had one mistress after another after another…

I: He certainly did cheat a lot, it wasn’t just one, it was incredible.

R: It was just blatant.

I: Yeah, yeah!

R: You know, and it ending up destroying his family, he ended up making golf look bad, you know it made the sport look bad as a whole and it kinda created this sense of doubt and I think Americans were saying ‘we no longer hold you as hero, as being the only black golfer, you disgraced not only the team but you disgraced a whole ethnicity that was trying to rise up.

I: ‘The team’ in what sense?

R: The different golf players.

I: So, through his behaviour it affected …

R: Everybody else. Because if it was this perfect person that fought for racial equality is doing it like Martin Luther King … then…

I: Yeah, he should … Because that’s an individual sport would it be different in a team sport if say, one, if a player from Utah Jazz did something, was convicted for… I don’t know, no, let’s talk about it in the same sense, Kobe Bryant was found out to have – not now – he has had… Going back to Utah Jazz, a player from Utah Jazz is found out to have done a similar thing to Tiger Woods do think because it’s a team sport… would it have been as big a problem?

R: I think with the team sport because then the company would be punishing the whole team when it was one individual who did it so I think the morale of the team would say this is OK, like LA [Lakers] did with Kobe Bryant, everybody just sort of went along with it just like it was perfectly fine, you know, where I think in other cities you would not have had the same reaction, especially in Utah, they would have asked for his removal , and I think the, and I think it would have been OK if IBM came in and said ‘we want the removal of this guy, or we’re not sponsoring you’.

I: Yeah, OK, sponsors are… and that would be fair enough for a sponsor? Sponsors have that right to do that because ….

R: I think so too because you’re also protecting their brand image so if Hewlett Packard [HP] is seeing themselves as a family-orientated company and then you have Kobe Bryant on their team either Kobe Bryant has to go or HP has to go because you’re creating this confusion…

I: Who do you think would go? If it was a choice between Kobe Bryant and a sponsor?

R: I think Kobe Bryant would go and another team would just pick him up…

I: OK…

R: … Like Miami or…

I: Do you think, in that sense he wouldn’t have… the team wouldn’t have fought because in that sense the sponsor is stronger than a team member would you say?

R: I think depending on who the sponsor is.

I: OK.

R: I mean if it was a smaller company I don’t think the sponsors is not going to have that much of an effect, if it’s going to be a bigger company then they would have a lot more say.

I: Brilliant. Good stuff. … What sort of memories of sponsorship do you have? Say when you’ve been to a Real Salt Lake … do you have any memories of sponsors at the stadium at all or…?

R: Not with Real I think because it’s such a new team they’re focused on branding the image of Real and not so much, you know if you went to a New York Yankees game, Yankees are already sort of created so you could add any company you wanted and it wouldn’t overshadow the main thing so…

I: Is it because Real are a soccer team, or would it be the same for New York… What the hell are they called?

R: Red Bull.

I: Yeah, of course…

R: Isn’t that an interesting one? See Americans think that’s weird too, they think ‘why…?’ It’s one thing to have a sponsor, but to take the name of the sponsor it seems a little as though you’re not true to the sport, or a little bit devious, because you’re not performing for the team but you’re performing for a company, so you’re being paid…

I: Yes, of course. So, in the link-up between New York and Red Bull who gets more…? Is it an equal benefit or is there a potential problem as you…?

R: I think … I don’t know, I think in the New York thing you’re not recognised as a true soccer team because you’re sort of a paid commercial entity to play soccer so you don’t have a big fan base compared to LA Galaxy, or Portland Timbers or Real Salt Lake because you’re identified with that home town, different people, you’re a different entity worthy of playing for the team even though they might have separate sponsors .

I: So sponsorships to a certain level can affect the whole image?

R: Exactly. I think if you adopt it too much then you’re paid off so what does it matter, you know, and then the image is seen as you’re getting too much money for not doing anything so, whereas in the NBA [National Basketball Association] they sort of turn a blind eye as to how much money they get so…

I: Yes, of course. Is there any [teams] in the NBA that you can think of that have… taken the name of the sponsor? Do you know that?

R: No, I don’t think there is any team, or the NFL [National Football League] I think they keep their… because, you know, they grew up generationally loving the team so if they change the team…

I: Although they can still technically move to totally different towns.

R: Yeah, which is weird.

I: Yeah, never going to understand that.

R: Yeah, like the Arizona Cardinals… they were from St. Louis originally.

…

R: Who was the one that moved from Ohio?

I: I don’t know…

R: They loved him, he’s a basketball player, the Miami Heat picked him up. Anyway, they were so upset that he was betraying Columbus, Ohio – his hometown – for a bigger paycheck for a chance to win a [Championship] ring, you know MVP [Most Valuable Player], so they just burned all his images in Ohio.

I: Not really allowed back in his hometown.

R: No, he can’t go back…

…

I: If a sponsor, company that you had a soft spot for…. For example, I have a bit of a soft spot for Nike, if you have a similar soft spot for a company and they sponsored an event, would that be enough through their sponsorship to go to that event?

R: Errr, … no, I don’t think so. … I think I’d go to what’s on there. We have a lot of ski runs and snowboarding runs that Mountain Dew [a soda] sponsors or different record companies sponsor and I don’t think you go just because Mountain Dew is offering, you know, free sodas to ski moguls, you go because you want to see certain players, professionals.

I: But the benefit of going to these…?

R: Is that you’re surrounded by companies that you really relate to, so I think a lot of people in snowboarding are going to relate to different brands of snowboarding clothing that’s going to sponsor, different soda drinks . Though it kind of creates a society where they drink, and do those things.

I: Yeah, that’s brilliant. And Mountain Dew is strongly connected with…

R: Snowboarding, yes, because it’s seen as quite a young sport, a young drink so…

I: OK, and that’s been going on quite a long time. Brilliant. … Would you ever create a loyalty towards a sponsor because they sponsored your team? Say Real Salt Lake were sponsored by someone would that change your opinion of that sponsor to make you want to…

R: I don’t think so because in those two cases you know when the Utah Jazz was sponsored by a nuclear waste company it didn’t necessarily warm the feelings to!

I: What about when they were doing Delta? When they were sponsored by Delta [Airlines]?

R: I think it was something you had more feeling to because it was a hub in Salt Lake they created a lot of jobs .

I: OK.

R: Where the nuclear waste is a lot of, you know, people outsourced in Germany, professionals, so it’s not Salt Lakers having that job. … But then with Real Salt Lake they are sponsored by Rio Tinto which is a British company who bought out our Chemi-Con company and they employ a lot of Salt Lakers and I think it’s more neutral.

I: OK. So, in that sense the local, the local element, the local employment does, is a massive… does create loyalty for showing support to the local…

R: Exactly.

I: But if there’s a slight distance or dubious connotations with that company then perhaps the loyalty wouldn’t be there.

R: Exactly.

I: OK, brilliant, good stuff. What about naming rights? Because that’s quite - you mentioned Wrigley’s Stadium – what are your feelings on naming rights?

R: Naming rights? It doesn’t create a sense of solidarity when you keep changing the name every ten years just because a new company bought it out like Sprint Stadium was something else before, I think that if a company buys it out they should allow the name to be the same thing. Whatever it was …

I: OK, like the original name?

R: Exactly.

I: But, in that sense what would the sponsor get out of that?

R: Uumm… I guess that would be quite an interesting thing because it would be hard for Sprint to offer free telephones you know, with a company so…

I: They would have to do something else to create that connection.

R: Exactly, or maybe with advertising in stores, they could have pictures of the team… you know so they could maybe make it more localised within their own businesses instead of putting themselves on the team.

I: OK. Fantastic. Good stuff. This is relatively common in the States, there’s obviously huge amounts of money in terms of sponsorship and there’s a concept known as ambush marketing where a company that isn’t a sponsor but is very similar to one of the sponsors rides on the back of one of the sponsors. So the sponsor has given, I don’t know, millions of dollars to be a sponsor but, say for example Adidas have sponsored a football event but whilst that’s going on Nike are doing something outside even though they are not the sponsors or something like that, they haven’t paid any money towards it. What sort of practice is that? Do you think that’s…?

R: I think that’s misleading, I think it’s misleading the customer, it’s misleading the fan because if Adidas was sponsoring this big event and they put up all this money because they thought it was a good cause or some reason but you have a few companies out there riding on the back of it then I think the customer of the fan would think that Nike are doing it as well. It would sort of help create a warm affinity to Nike when their competitor is actually doing it. So I think that sort of thing shouldn’t be allowed. Maybe stadiums could prevent that from happening or different sporting events could prevent that from happening.

I: OK, that’s brilliant, good stuff. We’ve sort of mentioned it actually, but we talked about improving image… That’s good. Actually I can’t remember with the nuclear waste company has their image improved by being connected with… [Utah Jazz]?

R: No, because what they did is I think shortly after they bought the company they went ahead and accepted Italy’s nuclear waste … and so that allowed Italian nuclear waste to be placed on Utah soil and specifically on Paiute [Native American tribe] reservation soil so it hurt a lot of different people in a lot of different ways, so I think that actually ending up hurting the Utah Jazz as a result people started boycotting going to the stadium they didn’t want somebody else’s …

I: And it effectively led to lower attendances then?

R: It did actually I think it actually led to lower attendances than the year where they tried to re-negotiate the salaries [mass strike of NBA players over pay led to season suspension and a lot of anger amongst fans].

I: Are they still the sponsor?

R: They are still the sponsor. Errm, I think they just laid low for a couple of years and gave them a lot of money and didn’t do anything within the State [of Utah] to upset.

I: Goodness, that’s…

R: Energy Solutions, that’s what they’re called, and it’s called the Energy Solutions Arena.

I: If you’d just kept saying Energy Solutions I’d think ‘that sounds like a lovely company creating solutions for energy’, but when you find out or read a little bit about them and they’re a nuclear waste company and they’ll dump anyone’s waste… It’s like something out of the Simpsons, that’s incredible!

R: I know, I know!

…

I: That’s brilliant. Do you think it works better if a sponsor has a more natural connection with the team or can anyone sponsor…?

R: I think it does work if they have a more natural connection.

I: Why is that?

R: In snowboarding, for example, you have Burtons sponsoring them…

I: Who are Burtons?

R: It’s a type of clothing company that snowboarders use so there’s specific brands of clothing that’s made for the sport and these people who made it, made it locally within the State of Colorado or the State of Utah so it adds that double facet … and so people, as a result, will buy these exclusive branding companies and wear them every day because they see themselves as a snowboarder as an identity. Whereas I think something like Mountain Dew it’s just, it’s broader so you’re not going to have a lot of purchases I think to the same extent as coffee or Coke but if the Mountain Dew is there for free then OK.

I: You’re gonna take it! Yeah OK, but it has to be, for it to be, for it to work, as you said, there needs to be more of a natural reason to buy it, yeah connection .

R: And I think with the snowboarder issues they were snowboarders they tried hard they understand what all these athletes are going for so they want build products to help them perform better and help the novices perform better, whereas Mountain Dew is just, well, ‘you’re creating a soda that…’

I: Yeah, that’s right. It’s just … you just want to create an image for Mountain Dew rather than…, whereas the clothing is specifically for the sport itself. Brilliant. Errm, how are going to do this? Errm, I’m a Tottenham fan they’re in North London Ok? And our main rivals are Arsenal who are also in North London … pretty close. We’re fierce rivals but I recently found out that Carlsberg is the official beer of both Tottenham and Arsenal so, we’ve got this extreme rivalry is that…? Can that …? Why would Carlsberg want to sponsor and is there any potential problems?

R: Maybe to make a certain profit because I mean… I don’t know, I guess it would be like Nike sponsoring them both it’s kind of like an independent person. I mean Carlsberg isn’t affected by one of the other to the team or the city…

I: No, that’s true, but could the fans affect Carlsberg in any way?

R: But then wouldn’t the fans be more looking at who the players were, who they’re playing against rather than their sponsors so much? Or have they even noticed that Carlsberg is…? And could…

I: That’s true. I don’t know if they’ve noticed it because at the bottom of both Arsenal’s and Tottenham’s website, it’s just at the bottom on a tiny, so it’s not as if they’re shouting about it … To describe it is… Arsenal play in red and Tottenham play in white to the point where – I didn’t actually realise this until I came to Denmark – I actually have a problem with the colour red. I don’t have any red clothes for example because of Arsenal, because they play in red. So the rivalry makes you completely irrational so if you think of two sets of irrational people that find out - that hate each other in a sense – they are sponsored by the same company how would their feelings change towards that company for example.

R: I think they would feel misguided, or that the company was being devious and I think they would boycott it in the end because you say you’re supporting my team, I grew up with this team, I love this team it means more than anything to me and I want to be just like them then you’re supporting the one that hate. Such as you were saying ‘I can’t even wear the colour red because I don’t like the team…’

I: It’s ridiculous!

R: So, why would I even drink Carlsberg when I have all these other options. I could drink Newcastle, drink.. I don’t know the Thor the other Danish drink.

I: Tuborg, which is actually owned by Carlsberg.

R: Oh.

I: But somehow it’s a little better.

R: It kind of looks like the Danish flag if you think about the red and white players with the cross.

I: That’s true. Very good. … Domestic or international sponsors. How, if a, say, let’s go back to Real Salt Lake … two companies one international and one American company both offering the same amount of money who would you think would be the better sponsor or who would you prefer to see?

R: I think with Real Salt Lake that’s what happened and they chose the international company because they promised to bring in more jobs to the State but the American company said we … exist in New York well, New York is sort of the same as Spain [to some people who live in Utah] so I think it’s about what their intentions are behind it.

I: OK. What would an international company get out of sponsoring an American team for example?

R: Errm, I think the international company got out they were able to infiltrate the market better because more people were warm to the name, so, I guess they were looking to infiltrate L.A. or Chicago or something then maybe start with a sports team that people are really tied with, but with an American company it’s like, oh yeah , you’re sponsoring it because it’s going to make money but you’re in a city you don’t really care for.

I: Yeah, OK, so you think the international company would improve their image by, even though they were trying to expand still improve their image because they were coming to you to sort of help in that sense. But in the States, because you were saying in a city basis if a company came in and supported Real Salt Lake would that be mainly seen in Utah or can it spread? Is it so Statewide that it’s only that State that sees the influence or is it…? Because as you said a company comes in and might be wanting to break the Californian market and not the American market… Do you have to start locally?

R: I think you do have to start locally within America because each region is going to be very different. Like, people in Georgia, Louisiana are completely foreign to us as is New York. It might be the same from England people from Edinburgh are going to be different from those from London.

I: It’s not as pronounced but I understand what you mean.

R: So if a Scottish company came in and sponsored an East London team you know that would be sort of unusual.

I: That’s brilliant. So here we are…

…

I: Right, these are all high street banks in Britain and one of them is the main sponsor of the Premiership which appeared in the programme… Have you ever been to Britain?

R: Yes, yes.

I: OK, so you may have seen some of these in the High Street.

R: And there was some big ones in the news lately Barclays and HSBC.

I: Yes, they were.

…

I: Anyway! Which one of these is the main sponsor of the Premiership would you say, or know, or guess.

R: I don’t know maybe the royal blue one, I don’t know.

I: That one?

R: Yes, the Royal Bank of Scotland. Wait that doesn’t make any sense though. A Scottish bank…

I: They’re still a British bank though … they technically could sponsor it, but you’re right it would be strange for them to sponsor the main English league. Would you like to make a guess at one?

R: Maybe Barclays?

I: Good stuff. Is that just a guess?

R: Just a guess.

I: That’s cool. That is actually the right answer . … Now I’m going to ask you about, one of these is the team sponsor – as in the shirt sponsor – of Tottenham. It appeared quite prominently in the programme all the way through which one would you say?

R: Mums Matter?

I: That’s your…?

R: Because I saw it couple of times, people holding up the t-shirt of Mums Matter.

I: Brilliant! That was actually in the programme but it’s actually Autonomy but Mums Matter has come up quite a few times. I don’t know why they … Autonomy has three names: Autonomy, Aurasma and Investec I’m not entirely sure why and they really should sort that out.

R: So what kind of company is Autonomy?

I: It’s I.T.. I think it may have connections with Hewlett Packard. I’ve looked on their website and I’m still not too…, I’ve got a loyalty to them because they sponsor Tottenham but I don’t really know what they do. It’s a really strange thing. But the interesting thing that they have done is that, these [the logos] are scan codes, these enable you to scan them, even on … [the shirts], if I scanned that I would get additional coverage of…. This is our trainer, our manager and if you scan this then you can get extra coverage of this actual match he is talking about.

R: Because I just thought it was the symbol for the team because I had never seen it before.

I: Yeah, OK.

R: It’s very organic…

I: That’s true. But now you can see it’s all the way through. Oh, actually I was going to ask you, Under Armour; what do you know about them?

R: Erm, a lot of teams in the States for their High School and stuff have to buy Under Armour for under their football jerseys so it’s required…

I: You *have* to buy the make Under Armour. Why is that?

R: It’s perceived by the coaches in the U.S. as a better brand as buying Nike or Adidas.

I: OK and that’s literally the thing that you put underneath before you put the pads on?

R: Before you put the pads and the jersey on, and the other thing too is because the schools get a discount for it, so it’s cheaper for the students and they end up liking it so when they go to college they wear Under Armour at school.

I: Where has this come from? Is it just because they are the best thing?

R: I don’t know, it came out when I was at High School.

I: OK. What sport are they mainly connected with? Have they got a real connection with a sport?

R: I think in Grade School they’re connected with football. They even start playing little league so five-year-olds buy Under Armour so…

I: It goes literally all the way from there from that age? That’s amazing.

R: My brother wasn’t even a football player he was a triathlete it’s just so well-known in that area.

I: I’ve never heard of Under Armour before Tottenham started having their kit made by them. Why do you think Tottenham or even Under Armour have made this connection? Why…?

R: Why would they work together? Maybe its – kind of like we said before – expanding your market into a different area because maybe English people don’t know Under Armour so there isn’t that warm affinity that Americans have so you’re starting… and they’re making these jerseys and then maybe they’ll start making little league jerseys by Under Armour.

I: OK, so could you imagine that, because Under Armour has such a seemingly strong foundation of knowledge amongst consumers over there as it’s being bought from such a young age would people buy a Tottenham shirt because it’s made by Under Armour?

R: I think they wouldn’t mind it because it was made by Under Armour but I think one aspect because they buy Under Armour is the physical quality because it has the perception of making you a better player and I think with the jersey you want to wear it to show support for the team but I think it would only enhance the value to, well Americans I guess.

I: Yeah, OK, so in this sense it works both ways. Under Armour are trying to expand into the British market and Tottenham as a brand are trying to expand into the American market . …

R: It’s also with the mothers as they say ‘oh my gosh, I’ve got to buy Under Armour for my son because I want him to be the best player it’s not like they care about football or know anything about it.

I: So the name is brilliant as well so protection under your armour. … Well, that was it! Thank you.

Interview 12 Female. 22. Romania.

I: ... How old are you ...?

R: … I’m 22.

I: You’re from Romania. That’s good.

…

I: That’s from last season, and this from this season [looking at Tottenham football match programmes].

R: I don’t know any of the guys I’m just thinking ‘nice pictures!’

I: That’s cool! That’s what it’s all about – it’ll become clear at the end.

R: I actually know more about how to write an article so that’s what I’m looking at too!

I: Well, that’s good.

…

R: It’s nice.

…

R: All the commercials as well. Do they have a sponsorship with [trails off]?

I: I don’t know to be honest why that’s in there, they may have been the highest bidder perhaps. I don’t know.

R: Is this monthly or…?

I: It’s every match. This one is for the Queen’s Park Rangers match and this one is Blackburn Rovers.

R: How often are the matches?

I: Roughly every two weeks. Yeah, every home match they’ll play roughly every… So one Saturday they’ll play at home and the next one they’ll play away.

…

I: Good, so although you’ve said you perhaps don’t have much of an in sport, what is your connection with sport? Can you remember any … do you make a point of watching Romanian football matches?

R: I have friends in Romania who are big fans of football and I actually tried to watch with a football with them. I like to watch as you watch a chess match, you know. I don’t really feel the pleasure to watch it a football game and I understand it and it’s nice but I don’t have that fever you know? I don’t have a team I care about. But in Romania we have these groups you know, people - I think it’s the same in England – they like a team and their families support them and they are competitive but err, other connections I don’t know. I’m more of a Frisbee fan. Football? Not really.

I: That’s cool. When you’ve seen a football match have you seen it with friends because they’re interested in it you’ll go along with them?

R: Yeah, I watch. … We had this popcorn night and we were watching football … I got into the atmosphere. It was nice, but I wouldn’t do that weekly or ….

I: Yeah, OK, it’s something that might happen. …

R: They were talking with each other and I was starting to say ‘look, now, they are going to hit it, come on! Yeah!’

I: Fantastic. So you were getting more involved than they were! Brilliant. It does suck you in. It does. Moving away from sponsorship and sport, when you see commercials say during, when you’re watching a movie, … How do you feel about that? What do you do when the commercials come on?

R: I’m actually a fan of commercials.

I: OK.

R: Not the annoying ones with the bars and the cheers but I like to watch the commercials because they inspire me, I am interested in publicity and …, so basically my friends go to the kitchen to smoke or something and they say ‘oh, you’re still here?!’ and I say ‘yeah, it’s a good commercial!’

I: Good stuff. So, as you say your friends use it to have a break whereas for you it’s…

R: Yeah, for me it’s like watching small movies!

I: Brilliant. Good stuff. OK, so how would you – going back to sponsorship – how would you describe sponsorship? What is your understanding of sponsorship?

R: I believe it’s a win-win situation. I mean, they get advertised and you get money. That’s the way I see it.

I: Brilliant. … Do you think it works?

R: Yeah, yeah.

I: Why does it work?

R: Especially related to football or in general. I think it works because you can see all the TV screens when the players move, you can see behind like McDonald’s the brands and subconsciously you may keep them in mind so I think it’s a… So it depends on the kind of commercial you do for example I wouldn’t do a make-up commercial during a football match. But it’s a good space to use in my opinion.

I: So do you think there should be more…? For sponsorship to work there needs to be a link…

R: Yeah.

I: … with football and therefore, perhaps the majority of people that are watching.

R: Something with chips or drinks related to what people would consume. In my country you have sun[flower] seeds.

I: Yeah, yeah. They do in Spain as well.

R: Beer commercials. Food. But you don’t see … make-up for girls, not really.

I: Why is that do you think?

R: Because they believe that the main target, the main audience are men, so they try to reach them.

I: That’s true! So what are the disadvantages? You’ve said it can be very advantageous for companies but are there any disadvantages?

R: It can lead to competition I think, people may get confused because there are so many sponsorships. Also other disadvantages… I don’t know, it’s good for the brand, it’s good for the company. It gives transparency.

I: Brilliant. Very good.

R: I don’t see any disadvantages right now!

I: If you suddenly think of some just shout!

R: OK.

I: So you mentioned briefly, I think you mentioned McDonald’s … have you got any other memories of sponsorship when you’ve been watching football matches at all?

R: Yeah, Coca-Cola.

I: Can you remember exactly when you saw them?

R: Err, when the players were running on the field actually and they were moving [the pitch-side banners].

I: Brilliant. What match was that , can you remember?

R: Oh, it was something with Spain, and I don’t know if it was Romania. Spain… I don’t remember.

I: But it was a national match, it wasn’t a … it was a national match?

R: Yeah.

I: OK. Brilliant. Why do you think that stood out to you?

R: Err, maybe because I’m also looking at that thing because I have an opening to this. Some things for example, my father he hates commercials and he’s actually annoyed by the fact that there are commercials in football matches, in movies… But, for me it’s different because I have this passion for [them].

I: Brilliant. Good stuff. If a sponsor that you… If a company that you really liked or had a soft spot for, sponsored an event would that make you think about going to that event? Would you go to that event because they were the sponsor?

R: Yeah. Yeah.

I: OK. Why’s that?

R: For example, let’s see, Samsung or a technological [company] I would go to that because I say ‘that’s a good brand’ or IKEA for example, I love IKEA, I love their PR and how they…

I: Yeah, they do very well.

R: I would go to see for my own interests; their strategies and maybe learn from that.

I: Yeah, OK, in that sense. Fantastic. And that’s because you’ve got that pre-…

R: Yeah.

I: And would that work for any company, or is it because it’s Samsung and IKEA and these examples are seen as …?

R: Companies that I know of that I’m interested in, not all of them.

I: Fantastic. Would you develop a loyalty to a sponsor just because they sponsored the Romanian football team for example or something?

R: Yeah, it would actually make me err, it would give me a good impression of the company, and it would get closer to me.

I: Brilliant. OK, and how would you get closer to the sponsor?

R: Probably I would get more interested in the products. I would try to also look on the website you know, research more about it.

I: Excellent, excellent. There’s a huge amounts of money in today’s sports sponsorship involved, hundreds of millions of dollars. But there’s also a thing called ambush marketing which is something where a similar company rides on the effect of the sponsors. So, for example Adidas, they were one of the main sponsors of the European Championships 2012, what would your thoughts be if Nike – having not paid any money – if they say, set up promotional activities outside the ground? What are your thoughts on that?

R: So Nike wouldn’t sponsor but they would try to be around the event?

I: Precisely, yeah.

R: I think I would appreciate more Adidas because, as I said, I find it a win-win situation when you sponsor.

I: So that would…? Do you think it’s an ethical practice? Unethical? Or something that just happens?

R: I’m not sure if it’s unethical but it’s not very nice. I cannot blame Nike because they are a company that tries to find its way… It’s a competitive world out there so maybe they just had a bad PR manager or something! I don’t know.

I: That’s brilliant. Good stuff. … Do you think a sponsor, or even a team can improve their image by the partnership that they develop?

R: Yeah definitely.

I: OK. How? Why would that be?

R: I’m thinking about sports now for example if you wear Nike shoes or the football shirts … some people associate the brands with quality and they have a, how do you call that, brand err…? When you’re attached to a brand community? And they say ‘oh, they wear Nike shoes, they wear quality stuff so maybe it can be a link to products and the team you know.

I: Brilliant. So through the consumer’s thoughts about Nike in this example they can actually improve the image of the football team they are sponsoring. OK. Could a football team’s sponsor, for example UNICEF sponsored Barcelona, it was… No, Barcelona doesn’t have a shirt sponsor but they said UNICEF could [be] on their shirts…

R: Yeah.

I: Who do you think benefitted from that arrangement?

R: Both of them.

I: OK, why is that?

R: Because, err it’s an NGO right?

I: Yeah.

R: Err, it was good for the team because they showed they cared about the world not only sports they have other interests and of course UNICEF made a … reached a larger audience…

I: Precisely yeah.

R: … Maybe some people who stay in their houses and drink beer maybe – I don’t want to judge them – but maybe they didn’t know about them, [and say] ‘Oh look my team cares’ and make the connection.

I: Brilliant. Good stuff. … Does it become a stronger link if the sponsor’s goods can be associated with football? In the sense of…

R: Shoes, or…?

I: Yeah, precisely. For example you mentioned beer does that make the sponsorship link stronger or does it really not matter?

R: Err, my first thought would be, yeah it matters, but now on the second thoughts I think, for example, if you promote helping children in Africa it can also be good. Maybe it’s easier to have a sponsor for a beer or, I don’t know something related to sport, somehow it’s easier to reach your audience but it’s also challenging and good to go out of the comfort zone.

I: Brilliant. Good stuff. So by going out of the comfort zone that can actually be … a benefit as well…

R: A stronger link actually.

I: Yeah OK, because they’ve made that extra leap so to speak, yeah OK, brilliant. Now I’m a Tottenham fan and our biggest rivals are a team called Arsenal to the point where Arsenal play in red and I don’t have any red clothes for example, I couldn’t think about wearing red.

R: Ha ha! There are in Romania as well!

I: That’s good. So, but I recently found out that Carlsberg are the official beer supplier of Tottenham and also Arsenal…

R: OK!

I: But in the background to that I think they provide beer to other Premiership clubs so it’s not just Tottenham and Arsenal.

R: OK.

I: But, in this case if we just concentrate on Tottenham and Arsenal thing … could that be a potential problem for Carlsberg in this instance?

R: Err I would ask you if you drink Carlsberg.

I: The problem is I don’t drink Carlsberg anyway so it is a problem, but I don’t know if you could imagine err…

R: It’s depends a lot on…. It’s very subjective it depends on the people if they are very keen or something like that [and they could say] ‘oh my God no, they sponsor the other team I’m not drinking that, I’m not eating that’ there are people like that … and other people don’t care.

I: OK, so in terms of Carlsberg is those number of fans that say ‘oh no never’ is that something they need to worry about or…?

R: No.

I: And why is that? Why don’t they need to worry about that?

R: Because I think there is this group of people are smaller than the other ones… so maybe the other ones can influence ‘come on, what do you care? It’s still beer’ you know?

I: Great, fantastic. One more question and then I’m going to do the programme. … Now, in the sense of the Romanian national football team – we’ll go for that – the Romanian national team, if two sponsors came along one of which was Romanian one of which was international but they were both offering the same amount of money which company would you prefer to sponsor the Romanian National team?

I: That’s a difficult question. I think actually I’d go for the international one.

R: OK. Why is that?

R: Because that way they would show that Romania is an open country, like, maybe the transparency, the visibility would be bigger because it’s international. Maybe the Romanian team would have a word of mouth thing I don’t know.

I: So who would it benefit then if an international sponsor came in to the Romanian national team?

R: I think Romania.

I: OK, but what about the international company?

R: Also them.

I: And why is that?

R: Because they would get known in Romania ‘oh look they sponsor us’.

I: So why would they come to Romania in that sense?

R: Err, maybe because in Romania there are lots of football fans and if they don’t have their target or they aren’t very well known in Romania they can make their strategy like that.

I: That was great… I’m going to show you two pages with various logos on and this is related to the programme I going to ask you first who are the main sponsors of the Premiership? Which is the league that Tottenham actually play in. Can you remember or have you seen or do you know who the main sponsor is? These are all high street banks in Britain.

R: I don’t know. They all look familiar especially RBS I don’t know if it was there and it got in my mind, but I don’t know actually.

I: OK, so you couldn’t even… you wouldn’t even like to guess?

R: Errm I think my first guess would be this one [RBS] … and maybe this one Natwest.

I: It’s actually Barclays.

R: OK!

I: That’s cool, that’s good. Now I want to ask you about the main shirt sponsor of Tottenham and this would have been shown predominantly in the programme all the way through OK? Now, the shirt sponsor and not the shirt make.

R: And it was there in the magazine?

I: Yeah. One of these companies.

R: Actually I didn’t pay much attention to this … I’ll go for Carlsberg.

I: Carlsberg? … It’s actually Autonomy. Yeah, but I did mention Carlsberg so you may have influenced by that.

R: In Romania I think it was Carlsberg at some point.

I: Yeah, it may well have been. But, saying that they’re called Aurasma.

R: Oh yeah! I was remembering this but here it’s black and here it’s…

I: That’s true. But this is the official…

R: And [Puma] also.

I: That was last year but we’re made by Under Armour now I’d never heard of them they’re an American clothing company. Why do you think Tottenham have gone into a partnership with Under Armour an American company?

R: Umm, an American company …

I: Yeah, what have we got, yeah you can see kits made by them, so what would be the benefit for Under Armour to come into the British market? I think they are the only ones who make, Tottenham is the only kit they make so what do you think the advantage would be for them?

R: I don’t know if it’s true, but in Romania people sometimes say Americans don’t have such a good image in England and maybe they try to break this bad image and as I answered to the last question they become more known in the country. It’s a good thing. Why not?

I: Excellent. What do Tottenham get out of it that an American company makes their kits?

R: What does the team get out of it?

I: Yeah, of course they get the money and things but what’s the… what other advantages would there be?

R: They probably don’t have any veneers, they don’t care, they don’t have any … biases.

I: Brilliant. In America you mean?

R: Yeah.

I: And so therefore American consumers would buy this kit because it’s made by Under Armour rather than being Tottenham. Now, because you’re interested in this as well, the interesting thing with Autonomy is they are an IT something or other, an IT solutions company this [the Autonomy logo] actually works as a scan code, so if you download the app the android or the IPhone app you can scan any of these symbols, including the shirts, and it becomes, and you get extra coverage…

R: Nice.

I: To the point where this, … in every programme the head coach will talk and introduce the match about what’s going on but if you scan this up here, as it says, you get extra exclusive content on today’s match. …

R: OK!

I: So this was just this match. So you can turn up at this match and just scan it…

R: And it works on this?

I: Yeah… when I wear my shirt and someone want so scan it they could and they could content from it.

R: A good use of social media.

I: Yeah precisely. I don’t know if any other companies do it…

R: No, I’ve never heard of it.

I: But it’s very interesting it’s an incredible thing. But strangely no one has got that. Well, there was one but he knew about Tottenham anyway, but no one I’ve interviewed [other than him] has got that. I don’t know if it’s the confusion between …

R: Puma [previous season’s shirt maker].

I: …who does it or the fact they’ve got Aurasma here, and then Autonomy….

R: Yeah the confusion to have this here.

I: That’s true.

R: Carlsberg here.

I: That’s true. But that’s a charity SOS Villages and I think I put that on because Tottenham – like the UNICEF thing in a way – Tottenham are seen in a good light if they are sponsoring, because I’m a Tottenham fan I want to make them look better perhaps. But that strangely has come up more, I think two people have said that that’s the main sponsor so that’s…

R: It says ‘Proudly supporting’, supporting/sponsoring.

I: That’s right. But again you mentioned the clutter of advertising potentially confuses us as consumers but of course it doesn’t confuse me, but I shouldn’t be confused as a Tottenham fan I know what’s going on of course and that’s the beauty of it.

R: But as a newbie!

I: Yeah, precisely. Yeah, yeah. But there we go, that was perfect. Thank you very much.

Interview 13 Female. 22. Romania.

I: ... What is your interest in sport, or football specifically, or in general sport?

R: Err, I actually don’t prefer football, I prefer basketball. Or tennis.

I: Yeah. How much have you played of those sports or do you just watch them?

R: I played basketball in high school, only in gym class. … I am really interest in basketball.

I: Is it a big sport in…?

R: No football is the most popular sport in Romania, it has a lot of sponsors and basketball is not that popular and not supported by the government and they don’t have a lot of funds.

I: Does each football team have a basketball team? I know that they exist in other… or are they completely separate from the football teams?

R: They are completely separate. … The basketball teams have no connection with the football.

I: OK. Can you remember ever watching a football match? And when would that have been? Why, what would make you watch a football match?

R: Just being with friends for a football match, or my father watching a big football match.

I: Just like, so is this the Romanian national team or a club side? When your dad watches a big match…?

R: It depends, maybe two Romanian rival teams or cups, world cups; these are the main matches he watches.

I: Excellent, so when you’re watching with him… the matches you watch with your friends are they the same?

R: Yeah, the same. The important ones!

I: Fair enough. When you’re watching the Romanian ones is it…? What gets you going? Is it the social side? Or is it the patriotism?

R: I think the social side. The fans are really supporting their teams and they shout very…

I: It’s very intense.

R: Yeah, very intense!

I: That’s why I like it! Good. Going away from sports generally in terms of commercials or adverts as I call them what do you do when you’re watching a film for example or a show on television and you see an advert come on what do you do then?

R: Usually I change the channel! … Or, it depends if the advertisements is interesting I actually watch it and I think about it and find the drawbacks, the good points in it. I’m interested in analysing commercials!

I: Fair enough! That’s cool. Will you stick around and watch some commercials to see if some of them are interesting?

R: Yeah. Yeah I would.

I: But, if they’re not, say, after two or three you’ll…?

R: But mainly I like to follow some commercials just to see how good they can affect me or not.

I: Good stuff. The actual subject of my thesis is sponsorship, sports sponsorship in particular mainly to do with football but in a general sense as well. How would you describe…? What is your understanding of sponsorship?

R: I don’t know brands who give some sums of money to the team and they expect as a way to see their brand when the teams play, on the team’s shirts.

I: Brilliant. Do you think it works?

R: Yep, it works.

I: Why does it work?

R: It works because I can see some, or at least I think there’s some brands that sponsor certain teams they are sort of rival brands, I don’t know maybe Pepsi and Coca-Cola and maybe fans that prefer Coca-Cola won’t buy Pepsi because of that.

I: Brilliant. Fantastic. What are the..? I suppose you touched on them both by sponsoring a team fans become loyal to that product potentially. So what are the disadvantages then? What are the bad things of sponsorship then?

R: I say, I have no idea, maybe their interest is too obvious.

I: Yeah, in what way? What do you mean?

R: I don’t know maybe the fans will say ‘oh here they are just to advertise themselves so I won’t buy it.

I: OK, so of the brand was too interested in itself then…? OK, that’s good. But who does sponsorship benefit in the sense of, you have a sponsor and a team what sort of benefit do both parties get out of it?

R: Err, the team gets money, gets supported by a famous brand and that’s good in the eyes of the fans more visibility and more power.

I: So you think the more renowned the sponsor is perhaps then…?

R: Then the team gets more, I don’t know, more socially known I suppose and the brand equally. If the team is known the brand is known it’s more visible and actually I think they get some discounts in taxes if they sponsor.

I: Yeah OK, fair enough.

R: So they have an advantage too.

I: Is that something that happens in Romania? Or do you know that?

R: I’m not sure but I know it happens and that is why they sponsor to get discounts from taxes.

I: What other benefits do you think they get other than the taxes do you think? What other benefits would a sponsor get say inside the stadium do you think?

R: A lot of visibility I actually see those big banners with the brands… and if the whole thing is filled then everybody can see them…. And when you repeat the same image with the same name it remains in the head of the people so the brand will win some loyalty and visibility.

I: Good stuff. Have you got any specific memories of a sponsor that you can perhaps, when you’re watching a football match when you’re watching one of the big matches with your friends or family? Anything that sticks out? Or anything or any sort of sponsor.

R: Err, Adidas and Nike.

I: Yeah, what about those two?

R: If I remember correctly they are on the t-shirts of the team…

I: That’s right.

R: … they must sponsor it.

I: Can you remember a specific event where you saw that?

R: No.

I: OK, so it’s like a general…

R: Yeah, like a general, they always have the names on the t-shirts, and the football ball is always branded.

I: Yeah, the football ball, yeah, that’s a brilliant way to describe it. … That hasn’t come up before that’s a very good point. OK, if a sponsor sponsored an event, say there was a company you really liked, say you had a soft spot for them, would their, because they’re the sponsor of the event would that make you go to the event because…?

R: No, not at all.

I: OK, not at all. Could you imagine anything that would make you go there?

R: Errm, no, I won’t go to matches.

I: In the sense of any event you’re interested in.

R: Yeah, maybe the teams that are playing if I had any knowledge of them that’s why I would go to it.

I: In terms of any type of sponsorship, not necessarily with sport but with a cultural event, or a musical event something like that.

R: Not really, I would go if it was interesting to me, not because of the sponsors.

I: OK brilliant yeah. … In the other sense – you mentioned it briefly before – by sponsoring a team do you think that would, do you think that creates instant loyalty just like that just because a sponsor has come in and sponsored a team?

R: Yeah, if the fans are loyal to the team then I think they will be loyal to the brand I think so.

I: OK, that’s just something that [happens].

R: Yeah, they come together if you’re loyal to the team then you’re loyal to the brand.

I: Excellent. … Right, there’s obviously huge amounts of money involved especially in sports sponsorship when a company such as Adidas spends huge amounts of money on wanting to become the main sponsor of, for example, the European Championships now what are your thoughts on someone like Nike, in this example, although they’re not a sponsor, perhaps they set up stands outside the stadium to try and get in on the whole atmosphere of the whole sporting event even though Adidas have spent a lot of money on it do you think it’s…? What are your thoughts on a rival company trying to ride on that, it’s called ambush marketing, how do feel about that?

R: I don’t think it’s worse if Adidas are the main sponsors and have spent a lot of money so Nike doesn’t stand a chance to overthrow Adidas in this match.

I: So just by being such a visible sponsor you feel that – in this case – Nike just wouldn’t stand a chance.

R: Yes.

I: OK. Do you think it’s an ethical practice? Do you think it’s right that rival companies do that, or do you think there should be an agreement?

R: Actually I think it’s not right but it’s not wrong because they want to sell their products they’re not, I don’t know, directly attacking the official sponsor so they just waste money.

I: OK, who would waste money?

R: Nike the rival is just wasting money.

I: Do you feel that, when you have a sponsor do you think a sponsorship partnership works better if the sponsor makes sense with the team that it is sponsoring as in a product that’s associated with football does that work better than any product?

R: I think so.

I: And why’s that?

R: Err because, I don’t know, you can’t associate Nutella with football, it makes no sense. And if it has the same values like, I don’t know, we’re talking about Adidas again movement sports so they share the same values I think this is more effective than, I don’t know, associating food brands with sports, it depends, it depends maybe fitness stuff, but sports go better with clothes, shoe-wear.

I: What about beer then, how does that work?

R: Beer, I don’t know why beer works with sport! Actually, first fans gather round for a beer when they watch that’s how it works with beer!

I: OK, that’s just because of the social side of football. OK, but say you might also eat some crisps, popcorn peanuts or whatever, do you think if a peanut sponsor came along and sponsored a football team how would that work out?

R: Erm, it depends maybe it shouldn’t be the main sponsor the peanut company maybe a secondary or not a [main] sponsor.

I: OK, so why is that?

R: I don’t feel the association with football and peanuts is very good! … Maybe the association with peanuts and the fans or something. Not with the team itself, not with the match itself.

I: OK, so because of that lack of a link loyalty would be harder to gain? Do you think it’s like when a fan comes along and said ‘oh right, we’re sponsored by peanuts’ they’ll get loads of peanuts in [to eat during the match]?

R: I don’t know, maybe they won’t trust the team that much… because peanuts don’t indicate the status of the team but powerful brands like sportswear do indicate a stronger link with the team.

I: OK, brilliant, so the actual sponsors creates the strength of the team if you like so if the sponsor is a poor link or doesn’t really make sense then that could affect the fans’ view of the team itself?

R: Yeah.

I: Wow. Incredible. And therefore, do you think just their own fans?

R: I think all fans and the rivals could make fun of the team actually!

I: Fantastic. … I actually missed one out, do you think a sponsor can improve its image or even a club, if a club is involved with a sponsor or a sponsor gets involved with a club do you think that one can improve the image because it’s connected with the other?

R: Yeah, if the sponsor is very known it can improve the image of the team it can improve the image of the team and the other way round, if the team wins lots of matches they improve and sustain the image of the sponsor’s too.

I: Brilliant. Err, so it works both ways. Can you think of any examples? Actually there is an example, Barcelona were sponsored by, no they weren’t sponsored, they didn’t have a shirt sponsor but they allowed this space to be used by UNICEF the NGO. How do think…? What sort of message did that give and who did it benefit? Did it benefit the sponsor as in UNICEF or the football team?

R: I think it benefits them both because UNICEF is very known and fans can make the link. The team is so good and they benefit from sponsors.

I: OK brilliant. DO you think by using UNICEF in this, and I think it was the world’s first arrangement like this where the football team itself gave money rather than the other way round, do you think, how did that…?

R: Oh, the football team gave money?

I: Yeah it wasn’t …

R: Oh that’s brilliant.

I: So why is that brilliant?

R: That’s a brilliant move because it’s exploits the emotional part of people they give money for charity…

I: So, whose image improved?

R: I think both images improved because the team gives money to charity and UNICEF benefits from the team so they can do good stuff with the money.

I: Brilliant. … Right, multiple sponsors, now this is something that, erm, I’m a Tottenham fan, as you know, and our massive rivals are Arsenal. To the point where Arsenal play in red and I actually have a problem with wearing the colour red… I’ve found out recently through this research that Carlsberg is the official beer supplier of Tottenham, but it’s also the official beer supplier of Arsenal our greatest rivals. Why would a company do that? What affect could that have on the company? I don’t think it’s just Tottenham and Arsenal as a part of their, Carlsberg have an agreement with the Premier league - the top league – in England and although they’re not the official beer supplier of all teams they do a number of them, but the one that did stick out to me was because it was both Tottenham and Arsenal. Why would a company do that? And what are the advantages and disadvantages of doing that?

R: Erm, I’m not quite sure maybe they just want to sell their products more, and maybe, if they are the rival teams and they try to get both of them so one of the team drink Carlsberg and the other team drink, I don’t know, Heineken and they want to eliminate the competition … if the Heineken team drinks only Heineken and hates Carlsberg they’ve lost a lot of customers maybe that’s why just to create customers.

I: OK, so even if a serious Tottenham fan found out they did that with Arsenal and he, or she stopped drinking Carlsberg they wouldn’t lose so many customers as if say one was Heineken and the other was Carlsberg.

R: Yeah, maybe they would still drink Carlsberg because it supports their team, even though it supports the opposite team as well.

I: This is the beer that is served in stadiums so unless you’re really serious I suppose and you want a beer at the match then you’d have to have Carlsberg and across town of course an Arsenal fan is going through the same thing so in that sense their sponsorship of a number of teams means they’ll just sell more and that’s it. Can that affect the image of Carlsberg do you think?

R: Err, no, I don’t think so.

I: OK, why is that?

R: As long as the beer is consumed by the fans it doesn’t actually matter because they actually win more.

I: Even if a number of Tottenham fans don’t like the fact and they start to boycott it…

R: But how many can they be?

I: Yeah, OK…. It’s just a numbers game.

R: How many can they be there’s going to be more that drinks it.

I: Yeah, especially on a match day.

R: They’re not going to be picky and say ‘I’m not drinking this’.

I: Brilliant. Good stuff. We’re almost there actually. Let’s go onto the Romanian national side if two sponsors came in both offering the same sort of money the same sort of package one was Romanian and one was international who would you prefer as the main sponsor of, say, the Romanian national team and why?

R: I think for the Romanian team I would pick the international one because it has more visibility and Romanians aren’t that patriotic and yeah, I think they would prefer a national brand.

I: Why’s that?

R: Maybe the benefit in time are more… benefits in time if they choose the international one than the Romanian one.

I: What do you mean more benefits?

R: I don’t know maybe they’ll receive more money or more visibility because they have more association with a powerful brand because international brands are usually more powerful than local brands so maybe that’s why. It’s all about image.

I: And that – coming back to what you said before – having an international sponsor of the Romanian national team would… What affect would that have on Romanians do you think?

R: Yeah, maybe they’ll go and buy stuff from the sponsor.

I: Yeah, of course, but how would they feel? Do you think it would affect their feelings towards the national team because of the international sponsor?

R: No I don’t think so…. Actually I don’t know but I don’t think so… because they’re actually not that patriotic they support the national team and it they see an association with a powerful brand then their image of the team grows in their head.

I: Brilliant. … I’m just going to show you two word documents one has five images the other has six images and you have to choose. These are all high street banks in Britain and I would like you to see if you know which one of these is the main sponsor of the Premier League in [England]. It was all the way through the programme.

R: No, actually I don’t remember.

I: Do you recognize any of these? Have you ever been to Britain?

R: No, I haven’t. I know Royal Bank of Scotland.

I: How do you know that?

R: We have it in Romania too.

I: OK!

R: I don’t remember who the main sponsor was.

I: Give a guess at all?

R: Errr, HSBC?

I: Why would you say that?

R: I don’t know. I actually don’t know the brand.

I: That’s OK, it’s actually Barclays. … This next one is about the main shirt sponsor – the name that appears on the shirt of Tottenham – again that was featured in the programme. …

…

I: Is there anything you remember from the…?

R: Yeah, I remember Mums Matter it didn’t have anything to do with the shirt I think. I remember Carlsberg.

I: Yep, from the programme or…?

R: Yeah, from the programme.

I: Is there anyone you can say is the shirt sponsor?

R: I don’t know this brand.

I: This is Under Armour. … What’s your thoughts…?

R: I’ll just guess. Puma?

I: They are, it was a little trick in a way, it’s actually Autonomy… They come under different names so if I’d put Aurasma there… Under Armour are an American make. This [Autonomy] is a very interesting company because this [the company logo] becomes a scan code so if you scan anyone’s shirt and the image here all the way through, including this one where it says ‘how to unlock exclusive content’ you scan that and you get additional content about this specific match so it’s something that is actually on-going. So it’s a very interesting sponsor…

R: I don’t think the logo is particularly catchy. … I didn’t know the brand before but maybe that’s why.

I: Yeah, that’s right, if it had been Carlsberg for example the memories would have been there already. I think it’s quite nice that this is the sponsor because it has, unless you have seemingly a previous knowledge of football and know that. Mums matter has come up a number of times. Why do you think they’re advertising their involvement with Mums Matter which is a charity, it’s not a sponsor but in this one they say they’re supporting it.

R: I think they want to show the social side of life to go with the emotional perception of their fans this way.

I: Does that help Tottenham’s image?

R: Yeah it helps the image of the team.

I: Why’s that?

R: Because if they’re associated with the emotional they kind of show that they are human and care about the others… that’s why.

I: Brilliant. Now, Under Armour… Puma is apparently a German make, they’re quite famous of curse, Under Armour are very new in the British market, we’re the first team to [have our kits] made by them.

R: They do different sportswear.

I: Yeah, and talking to other Americans they are a huge market over there to the point where the clothing they wear under the padding in American football is called Under Armour they actually refer to it as Under Armour ‘ you need to go and buy some Under Armour’ they use the brand name to describe the clothing so what’s the advantage for Tottenham to be made by Under Armour do you think? Why would they have gone for an American make do you think?

R: As you told me they make cool[ing] clothes. Maybe that’s why.

I: OK, what would affect, if this was in an Under Armour shop in America what affect would that have do you think? Would it be ‘what the hell?!’ or, ‘it’s Under Armour, I’ll buy that!’ Which way could it potentially go?... Do you think it could create more loyalty [towards Tottenham] in America just because it’s made…. Could it sell more shirts just because it’s Under Armour do you think?

…

R: Maybe they won’t buy it because they’re not fans.

I: … Well that was it. Thank you very much.

Interview 14 Female. 29. Portugal.

R: [looking at programme] …

I: [referring to Andre Villa Boas, Tottenham’s manager, who is Portuguese] He’s an unusual guy, he annoys some people.

R: He annoys me a little bit. There’s an arrogant thing about him.

I: That’s true.

R: He’s very good I appreciate that….

I: As long as we keep winning I don’t mind!

R: Yeah, I know. But still he annoys me a little bit.

I: He’s only 34 which is incredible.

R: [looking at programme]

…

R: This is really interesting. Every time I see this trying to, how they look on TV, the distances the throw the ball I think it’s really impressive how they do it.

I: Yeah, it’s incredible with the analysis, people should move into certain areas.

R: It’s incredibly impressive.

I: As a result everyone is becoming experts themselves.

R: Exactly.

I: It’s an amazing thing really.

R: They kind of develop a, I don’t know … See if I recognise some names.

…

R: [This is] a really cool feature [referring to ‘flashback’ photo sections from the past].

I: Yeah, it’s amazing. I love looking at football pictures. Physically fit athletes playing together it’s a wonderful thing.

R: These pictures are amazing. … This is funny. … They include some girls – I like that!

I: That’s true. They’re never in the majority but there’s always some girls there!

R: I was talking to a Spanish girl the one that said ‘I have to get back home to see Barcelona – Real Madrid’ I thought ‘OK!’

I: Oh yeah, she’s a big Barcelona fan. That’s right!

R: It was funny that she said it.

I: It’s certainly becoming more mainstream now, in the sense of, it’s quite normal for women to be fans as well, which is good.

R: Yeah, in Portugal a lot of women are fans.

I: That’s cool.

R: I’m not one of those! I just watch it because people are getting together to watch it so I go along with it.

I: Yeah.

R: I think it’s funny how people get so excited about a match. And I like it when different teams are playing and I have friends from both teams and they talk bad about each other!

I: Yeah, it’s incredible.

R: But it’s nice. It’s nice.

I: It’s an amazing thing how it can divide and join people. If I meet another Tottenham fan we have an instant connection even though that might be the only thing, the only connection we have between us.

R: Exactly.

…

R: He’s dancing, I love it!

…

R: Oh, finally girls playing!

I: There we go!

…

R: Oh, OK, Fan Zone. I was wondering why they had obituaries and I thought ‘Oh my God!’ And babies!

I: Always a classic!

R: It’s funny that you have, in this manly magazine, babies, and people getting married and wishing their congratulations…. OK, that’s pretty cool. No one from Portugal, or Denmark [referring to fans around the world page].

I: Yeah, I know, I’m thinking of sending some pictures in!

…

R: Trying to understand, but it’s really hard!

I: That’s alright! There’s nothing to understand, it’s just looking through it.

R: Yeah.

…

R: So, this brand here, does it have anything to do with [this] magazine?

I: What’s that?

R: This brand, they’re just sponsoring…

I: Yeah.

R: A lot of this has publicity. OK.

I: Great. I’ll put them away and ask some questions at the end. … Right, good stuff, you mentioned it briefly, but what is your interest in sport or mainly football? If you’re going to watch a match how does that happen?

R: It happens as a social thing with my friends mostly. It’s like, in Portugal, once a week or every other week people get together ether go to someone’s house to see it. We have dinner together or beers or just go to some coffee shop or some bodega thing.

I: Yeah, so that’s all part of the social calendar so to speak.

R: Yeah, and I’m really into it. I think it’s really funny. And sometimes more people like me, who don’t really appreciate sports go along just for the social thing.

I: Brilliant. And that’s just something that happens in Portugal generally?

R: Yeah, I think, mainly when you get to the age when you have your own house people just go along with the kids and be together.

I: OK, so it’s a massive social thing with kids…

R: Not everyone sees the game [like that though]. My boyfriend always sees the game with his 90 year old grandfather and I sometimes stay at home with them just to be together. It’s something they…

I: Is that a club side? The national team?

R: It’s Benfica, a team they really like and sometimes the national team as well, but mostly Benfica. It’s like every week so!

I: And that’s been going on for…?

R: Forever!

I: Wonderful. Good stuff. Going slightly away from this, when an advert comes on during a film for example or a TV show how do you normally react to that?

R: Really just bored.

I: Generally, you’re watching a film and some adverts come on.

R: I just close them!

I: What, you just turn over or…?

R: Yeah, I just turn to another channel. It depends, but mostly I turn to another channel.

I: OK, so you’ll make a point of avoiding them?

R: If I already know them because they’re not useful to me, but if I haven’t seen it – not here, because I don’t have a TV, so it’s different – but in Portugal if I see something that I kind of think ‘this is a cool idea’ I’ll see it, because I’m in the area [area of interest].

I: True, true. Fair enough. But it needs to catch your eye and you’ll give it a chance?

R: Yeah.

I: OK.

R: It has to catch my eye.

I: Brilliant. The main thing I’m writing on is sponsorship, again and how we respond to it, so what is your understanding of sponsorship? How would you describe it?

R: Sponsorship when a brand sponsors an event.

I: But how would they sponsor an event? How would a brand do that?

R: Well, normally they can offer some items if they are a bike company [for example] then they can offer a bike to a NGO like, if they need bikes to deliver food for example or just offer anything else if they are needing it. Trying to seize the opportunity where they can fit and try and make a publicity stunt but still help at the same time and get good publicity at the same time.

I: Brilliant. Does it work do you think? Does sponsorship work do you think?

R: Yeah, I think.

I: And why does it work do you think?

R: I think because it’s a sort of soft sort of advertisement, because you can put the advertisements on TV and people wouldn’t want to see it because they know because there’s a really bad image, because it’s too much a lot of the time. But if you see a different thing then you relate brands to these special events it kind of makes sense to you and sticks in your head.

I: Brilliant. That’s fantastic. Well done. Erm, but that’s the advantages to it, are there any disadvantages to it do you think?

R: You can kind of think that the brand is going to, err, use that special event or company or whatever to make a stand on just advertising. … They can see through that, but still I think there are more advantages than disadvantages.

I: OK, so if a company is seen to use sponsorship for their own gain why would that be a problem for the sponsor in that sense?

R: For whose being sponsored?

I: For the sponsor, if people see, or think they’re just doing it to get…

R: They’ll get a bad image for it probably and if they have other options they’ll probably go for another option.

I: Brilliant. Great stuff. So, why do we have sponsorship? Who does it benefit?

R: I think it benefits everybody.

I: OK, why’s that?

R: Errm, people need stuff and brands have stuff so they need to have a communications PR thing going on, I think it’s one of the best ways to do it through events and sponsoring. I actually work at a PR firm for some months and it makes a lot of sense to me I did a lot of those just trying to make brands be in certain places and use their potential actually. Did some good actually.

I: How does that potential come about? Is it just putting up signs in a stadium or do you feel that they have to do more?

R: No, I actually feel that that’s good but they actually have to do more. They have to actually know what they are doing or what’s going on in that particular place they’re trying to sponsor and to seize the opportunity and to see what’s the best way, the most creative way to pass on your name or either just help and a special blend comes on. All of these brands help, just by helping they’ll be news about it.

I: Brilliant. Good stuff. So have you got any memories of sponsorship that in your mind worked well, or for some reason just remember?

R: It was the one that I was giving you an example of, it’s my favourite one. It’s the brand *Specialized*, you know?

I: Yeah, the bike brand.

R: Yeah. In Portugal there’s this American guy who set up – he was unemployed in Portugal, but he had a lot of money, he really liked Portugal so he went to live there – and he set up this NGO or something and went to restaurants and supermarkets and tried to get the leftover food, but it was alone, by himself and he appeared in one really small newspaper and said that he did it on his bike and went round his neighbourhood just delivering this food. Just one guy, and they kind of seized the opportunity and gave him a really cool bike and gave him two more so he could find people help him with it. It was really big news in Portugal.

I: Wow. Did *Specialized* find him or did he find them?

R: The communications agency from *Specialized* found him.

I: Nice, and obviously he got a pretty good bike out of, and two more, so he’s got a bit of a fleet developing, but what about *Specialized* then? Of course, we’re talking about it so it’s obviously a positive thing.

R: Especially when they talk about him on the news for some reason, and it’s really normal now because there’s a huge crisis and it’s an amazing thing he is doing and he goes on the news every other week, every time they talk about it he has bikes and you can actually see him, even if they don’t actually talk about it, but when you actually see him on the bike. So it’s fine. It’s perfect.

I: Wow, and because of, does that work because of the job he’s doing? In the sense of….

R: I think so. It’s a perfect opportunity for the brand to use someone whose doing such an amazing thing, by himself, on a bike in a situation where people don’t have much money right now, all over the news you here ‘crisis, crisis, crisis’ it’s actually perfect, and they’re really expensive bikes.

I: They are, they’re very nice! Good stuff. Erm, if a sponsor, not necessarily a sport event, but if a sponsor, say a company you had a soft spot for, you really liked, if they decided to sponsor an event would their involvement as a sponsor, because you like them, be enough for you to go to that event?

R: That’s a hard question. It depends on the event actually. Erm, but if I knew… I don’t know, I don’t think so actually no, I don’t think so. I don’t see brands making a difference in making me go to what they are sponsoring. Probably I’d get more visibility of the event because they are there, I don’t know if that would make me come just because they are there actually. But visibility? Yes. I would recognise the event because the brand is there, yes.

I: At least, perhaps, maybe look into it…?

R: Yes, probably I would look into it.

I: OK. Good stuff. What about the other way round? Do you think people could develop loyalty towards a company because they sponsor a team?

R: Yes.

I: Why’s that?

R: If you’re really into something and you see some brand is helping them in some way or is into it, it’s kind of like when you’re talking to a friend and that friend says ‘Oh, I have this, I bought these really cool shoes by this brand’. I think it works the same way, if you go to this event that you really like and you see this brand there and they’re doing a good job it works the same way.

I: OK, yeah. Erm, there’s obviously – as you’re well aware – huge amounts of money involved with sponsorship particularly with sporting events, if a company, for example *Adidas*, pays a lot of money to be the main sponsor or one of the main sponsors and *Nike* sets up events outside the stadium for example, even though they pay no money – it’s called ambush marketing – what are your feelings on that?

R: I have mixed feelings about that actually. That actually happened in Portugal if you want me to give you an example.

I: Yeah, that would be brilliant.

R: It’s, one time a year, a really important party. Festivities in Lisbon – I don’t know how to translate it. They use the whole of Lisbon actually and they use it for the festivities and there was this beer brand that was sponsoring and what happened was what, this happens on the street and everybody has their houses so they actually look and the competitor – another beer brand – went to the people’s houses and actually delivered a six pack with a little flag of that brand and they said ‘so if you want to wave the flag we will give you a six pack’ so it was pretty amazing because it was really creative, but at the same time it was harsh because you could see both brands on the street and it wasn’t supposed to be like that.

I: No, of course. What are the ethics…? Do you think it’s an ethical practice or…?

R: Yes, I think the ethics part of it is a bad thing because it’s not really a fair because actually the other one is working with a lot of money but still if you are more creative than the other brand then you have sort of a lead on it. It doesn’t matter how much money you spend on it, so I kind of think it’s admirable actually.

I: Yeah, OK, so despite giving lots of money the sponsor still has to expect to be creative and do a lot of work otherwise they’re just open to this type of thing.

R: Yeah, exactly. It’s not just about the money.

I: So that’s, sort of fair enough?

R: Yes, it is.

I: Wonderful. Brilliant example as well! Can a sponsor, or even a sponsee who are the people being sponsored can their image improve with a partnership with a sponsor? ... So, for example, Barcelona gave their shirt space to UNICEF although they, I don’t know exactly, but it wasn’t a usual sponsorship arrangement as usually a company will give a lot of money and then they’ll be on the shirt but what do you think? By being connected with UNICEF did that improve their image or even Barcelona’s?

R: I think it’s not about improving I think it’s about reaching more people. About reaching more people because if Barcelona were probably… people who see Barcelona news are probably not the same people who see UNICEF news … so it’s gets people to acknowledge their presence and what they’re doing.

I: Good stuff, but in anyway can a…? Say a sponsor has had a bad time, a bad press if they became involved in a football team, a top football team like Manchester United, Arsenal or even Tottenham … would the strength of the team they are sponsoring help the company’s image?

R: That’s a tricky question. It depends what’s wrong with it, what actually happened if there’s a relationship between the team and the company I don’t really know how to answer that question. It’s up to the PR department to deal with it.

I: OK, so just on the partnership alone that’s…

R: Not on the partnership alone, no, at least in my opinion it kind of depends on how the situation has… in which direction it is going and probably the other will act on it and they’ll just lose the partnership.

I: Yeah, OK.

R: Probably and that is the thing that would help them get out of the situation and I think that would be enough it’s not really such a dramatic thing that could happen in life in my opinion.

I: OK. Brilliant, so image doesn’t necessarily get improved either way. OK. For a sponsorship partnership to work does there need to be a natural link between the sponsor and, for example a football club? Can any company sponsor a football team and it works?

R: I think so.

I: OK, why is that?

R: It’s not about the area, I think it’s about seizing the opportunity because a food thing can be related to a sports team. Clothing – as you saw in the magazine [programme] clothes are related to sport. I think most things can be related somehow, you just have to be creative about it.

I: OK and this is in terms of football then, most things can be related to football but it’s not necessarily, it wouldn’t work with …

R: I think it depends on the area I have to think of examples to see what wouldn’t work it’s probably like a pharmaceuticals company are hard things to be sponsors because some people wouldn’t accept them as sponsors not about the money because surely they have a lot of money pharmaceutical companies, but it’s a really tricky people to be associated with, it really depends, like an organic foods company event being related to a pharmaceuticals company wouldn’t make much sense.

I: That would affect both parties do you think?

R: Yes. I would affect both parties I think, mostly the organic food company because most people who consume [this food] are a strong community they don’t really want those type of interference.

I: But in the sense of football then why is it that there are more, or pretty much any sponsors can sponsor [a team] why do you think that is the case?

R: Commercial, no commercial isn’t the word I want to use, it’s a social event that brings most people together and there’s not really a barrier. You can lie anywhere between people because it can be any ethnic group like the same sports you can be male, but girls like it too so again there’s not really a limit, it’s really broad.

I: OK, so if, I don’t know a women’s underwear company came and sponsored a football team…

R: That would be perfect!

I: Why would it be perfect?

R: Because, imagine you can like actually see the population units that are into that particular sports things and probably they all have wives and they may take the wives to the game or either they’re trying to get to this girl with gifts, so it’s pretty perfect actually.

I: OK, but would a man have a problem wearing an underwear [brand on their team’s shirt]?

R: Not in a first, direct consumer arrangement but it would be interesting.

I: To have some sort of partnership with a football team could be beneficial for that sort of company.

R: Yes, it would be quite creative and would enlarge their recognition actually.

I: Brilliant. Good stuff.

R: I don’t know about the other brands that girls use, it would be amazing to see that.

I: As you know, I’m a Tottenham fan and our biggest rivals are Arsenal and through this research I found out that Carlsberg is the official beer supplier of Tottenham but also the official beer supplier of Arsenal. … Why has Carlsberg done that? Do you think there’s a potential problem with that or to the point where huge rivals are forced to drink the same beers? This is the only beer served in the stadiums.

R: Yeah, I don’t know that’s actually in one way that’s sports ability… it’s really huge right now… maybe they’re – this is really utopian – but maybe they’re trying to make things more even. I don’t know, maybe they are trying to seize the opportunity, maybe in the future a special event to bring the teams together.

I: Wow, I’ve never heard of that angle before! That’s brilliant.

R: The positive side of things!

I: Can it affect Carlsberg do you think?

R: It can affect Carlsberg because sports hooligans are really aggressive sometimes but I think they’re the minority so… they’re really aggressive but it’s the minority and most people don’t go for that. There are ways of seeing…, it’s like a religion to them.

I: Yeah, that’s right.

R: I think it’s really extreme and people won’t go with those types of things.

I: Yeah, OK because they’re a minority and you’d have a minority in every club that wouldn’t affect the wider sales of this.

R: If they actually used this opportunity to make something out of it later it would be amazing, but I don’t know if that’s their intention actually.

I: No, I don’t. They do supply other Premiership [Top football league in England] and I think it’s just…

R: They’re trying to get to the most people possible.

I: Yeah! … They may have thought, well the numbers are such we’re going to gain more than we are losing. Right, there’s only a couple more questions now which is great, but in terms of Portugal … let’s talk about the national team, if a domestic sponsor came in and an international sponsor came in both with the same package who would you prefer to sponsor the Portuguese national team?

R: I’d support a national one.

I: Why’s that?

R: Errm, I don’t know if it’s not about commercials I would,… on what side am I? Am I on the national side or the brand? I don’t know.

I: In the sense of… say what would be best in the mind of the Portuguese a national sponsor or an international sponsor and what would be the advantages and disadvantages of both?

R: For a national sponsor I think it would be kind of amazing because you kind of have to seize these opportunities when you’re playing when the international team is playing outside taking that pure Portuguese image with you and it would make, like, it would be like… country branding it would be really interesting I think.

I: And it would help that brand do you think?

R: Yeah of course it would help the brand probably and the country probably so we can see we can actually do something with ourselves and not depend on other people in that sense it would be amazing. But, of course if you had an international sponsor it would get much more benefits outside your country because they have much more connections, international connections and that’s what I can see. But I would prefer a national…

I: Because that would improve the morale of the Portuguese people?

R: Yes, exactly. Yes it would sell the country [and we’d think] ‘we’re looking good. Look at us we’re – we are not – but we’re self-…

I: Reliant?

R: Yes, reliant, yes, yes.

I: And a national sponsor would signify that?

R: Yes. It was a really national and typical product.

I: Great. That was pretty much it … just two more things to do with the programme. One of these is Tottenham’s main sponsor the one that appears on the shirts. Do you…?

R: This one?

I: The one that appears here [illustrates the front of the shirt on own clothes]. What one would you say?

R: You told me it was Carlsberg. Maybe it was Carlsberg.

I: No, that’s the official beer supplier that’s just a little…

R: OK … I don’t remember.

I: Can you hazard a guess?

R: Autonomy?

I: Yes, that’s right!

R: Because I remember the A [logo].

I: Yes, very good because you had actually referred to it. And you’d seen the app as well.

R: And I’d never seen this logo before.

I: No, I hadn’t [before they became Tottenham’s sponsor].

R: That’s why I wasn’t sure. I know these two of course so I thought it’s probably the ‘A’.

I: That’s right because you’re the … there’s only a few who have noticed it before and unless you have a previous knowledge of and have seen Tottenham play before I think you’re the only one that’s actually, even to the point of noticing it in the programme beforehand. This is Mums Matter it’s obviously a charity. Why do thin Tottenham are saying they ‘proudly support’ this? What do you think they’ll…?

R: They actually need to support something like a charity-like thing.

I: Do you think that’s something that football clubs need to do nowadays as part of the…

R: I don’t think it’s just football I think everybody [other brands] should… How can you differentiate yourself from other brands if you don’t. Brands have these really negative images in consumer’s minds so if kind of going to go with – like the sponsor thing – if you’re going to help, you are going to make advertising to help others I think it’s more interesting to consumers to kind of relate to you they have to do this.

I: That’s great. Now, this is Tottenham that are supporting them do you feel football teams now are brands they have to do as much as a brand does?

R: Yes, they do.

I: Yeah, OK. … And the next one is about the sponsor of the Premier League. These are all banks in Britain and one of these is the main sponsor of the Premier League and was heavily featured, yeah subtly, but it was featured all the way through the programme. Can you…? Have you been to Britain at all do you know any of these banks?

R: I know just the first one [Barclays].

I: OK, why’s that?

R: Because there’s a lot of stands in Portugal [of] Barclays.

I: OK.

R: I know this because I saw it online ads a lot but I don’t know much about it and this one[HSBC] kind of seems familiar for some reason.

I: Yeah, a lot of people recognise that one, I don’t know why.

R: I don’t know!

I: But you can’t even give a guess or…?

R: It’s like a blank.

I: That’s cool. What’s your blank guess?

R: I don’t know. The last one [RBS]?

I: It’s actually Barclays.

R: Oh, that’s really interesting because that’s the only one I know. I was going for it but I said ‘no, it’s [because it’s] the only one I know!

I: The weird thing about it is that they actually use the imagery of this [the Barclays logo]…

R: Oh, it’s completely different.

I: Well, yeah, you’re right there are signs, the imagery of the signs…

R: They’ve changed the logo for it to match the…

I: That’s true, but they [the imagery of the logo] do appear throughout this and also all the way through, you think this is the design of the programme but it is actually influenced by the … [Barclays logo].

R: I think that’s really smart for the brand.

I: For Barclays?

R: Yes, for Barclays it’s really smart, yes, I look at the log with the light blue and I would never… It was dark blue here [on the bank logo images]…

I: Perhaps that’s why the RBS comes in [which is dark blue] a lot of people have said that.

R: Yes, because of the same colours, it kind of looks more… I thought it kind of looks familiar!

I: Yes, the colours.

R: Probably.

I: A couple of things this is the first season we’ve got …

R: I knew I had seen this!

I: Yeah, that’s right. This is the first season we’ve been made by *Under Armour*, they’re an American make, I’d never heard of them before. Why do think Tottenham have decided to go for an American make? ... And what I hear from Americans is that these are very, it’s like standard clothing for the sports all the way from five [years old] and upwards. Why do you think Tottenham have gone for them?

R: Is it a well-known brand in America?

I: Yeah, it’s huge in America.

R: OK. Maybe for that, I don’t know. Do they have any other well-known national brands of the same … ? I don’t know.

I: In the background to this they’ve , every year Tottenham go to America. America is the market now for football clubs to go over to, so do you think that’s…?

R: Yes, of course it makes sense.

I: So *Under Armour* fans might, by seeing that [the Tottenham shirt] in an *Under Armour* shop …

R: They would probably relate to a sports team that is not American.

I: Yeah, OK, in that sense.

R: Because I think they’ll want clothes on the side and that’ll be perfect to relate to.

I: Why would *Under Armour* come into the British market? Tottenham are the only team that…

R: Yeah probably to get recognition outside America.

I: Yes. Cool, so there we are. Thank you very much!

Interview 15 Female. 24. Netherlands.

I: So you’ve looked through those [the programmes] and I’ll put them away … so you don’t find the answers out! Right, good, generally what’s your interest in sport or football? … Can you remember watching any matches at all?

R: The football, I’m not really interested in football but, of course, I’m from the Netherlands and if the Dutch team plays then of course I want to look at the match and just want to know how they’re doing.

I: Nice. How would that be? Would you see it with friends, family?

R: With my family… Most of the time I invite my whole family, we invite the whole family.

I: As in extended family as well?

R: Yeah also my friends, some of my friends come over to my place and we watch the game, or I go to my friend’s places and we watch the game, erm, I always watch it with friends and family.

I: Good stuff.

R: Yeah.

I: And how would that be? It’s a real social thing, do you have dinner as well or just snacks or…?

R: Yeah it depends on when the match will start! If, for example with the European Championships or World Championships was it last year?

I: The European Championships was last summer [2012].

R: Yeah some matches were very early so we just had some toast and some soup and just some small snacks which forms a dinner!

I: Well, yeah of course it’s still food!

R: Yeah.

I: That’s brilliant! So even though you say you may not have much of an interest it’s still a very big thing in a sense.

R: Yeah.

I: Does that extend to a club side as well or is it just the national team?

R: No, just the national team, yeah.

I: … Unfortunately they didn’t do that well last time, but say the Netherlands progress very well does it happen every match?

R: Yeah, I think so and it will be bigger. And in my hometown we have lots of bars and clubs and they organise the meetings with big screens you can watch and if the Dutch team are really good and was in a final so I think we have a big screen for the whole village outside because the weather was nice.

I: Yes, of course. The last World Cup the Dutch did pretty well of course, did you get to the final?

R: It was in the final against Spain.

I: So that must have been massive and you said your whole village… How big is your town?

R: It is like 25,000 but that match I was in Indonesia so I watched it in the forest!

I: Wow. But you still made a point of watching it?

R: Yeah.

I: How was that then in a forest?

R: Yeah we were in a hostel and it was in the middle of Java and there were people from Indonesia and they were really… well, they liked the Dutch people very much and the Dutch national soccer team … they just had a TV picked up from somewhere I don’t know where but it was just there in a moment, turned it on and searched for the right programme or channel and we could watch the game!

I: Wonderful! So, what time was that then?

R: It was in the middle of the night, like 3 or 4…

I: So it was a real party!

R: Yeah, it was funny.

I: Fantastic. That’s really cool. … Good. Going away from sport generally, when you’re watching films or something on television and commercials come on how do you react to that? Is it something…?

R: With commercials? Actually that’s a good question because actually I watch less television just the normal television here in Denmark we have a television but I never watch it I only watch programmes I want to on my I Pad and there are no advertisements and that type of thing.

I: OK, and is that as a result of …?

R: Yeah, back hoe because I get so annoyed to watch a movie it takes an hour more to finish the movie so we have a film channel where you can just watch the films without any advertisements or anything so I watch films and one programme every night without advertisements.

I: OK, brilliant, so you’ll literally find channels where you can watch them without adverts and that extends to TV programmes as well.

R: Yeah.

I: But if you watching something on the net and adverts come on because it’s part of the presentation for example, perhaps there’s a little commercial beforehand is that something you try and avoid?

R: No.

I: How do you feel about that?

R: Well, I know it’s because they want to influence us to buy the stuff so I’m aware of the advertisements I think when I see them I think it’s funny because most of the advertisements are really bad and then I think ‘oh my gosh, who is the maker of this advertisement? They really should get fired!’ I don’t know.

I: Yeah, how did they get made?

R: Yeah! Like come on! This is so bad! Some of them are really good like beer advertisements I find them always very funny for Heineken. I don’t know if you know them?

I: Yeah, I know Heineken of course, but is that tradition in the Netherlands where they, the beer commercials are something you will talk about or…?

R: Yeah, actually those commercials are the best and of course we talk about them and people put them on Facebook I think they have got lots of money to have such good advertisements.

I: Good stuff. … When a new one comes out for, say Heineken is it something you will talk about?

R: Yeah, if it’s a good one then definitely we will talk about it. It will be in other programmes not really news programmes but influenced by news.

I: So it extends to that point so there are some commercials that, yeah, you will consume, you could say, just because they’re funny or…, so they’ve almost become part of the culture then perhaps?

R: Yeah, I think so, like, every year it’s exciting if they come up with something new with their advertisements.

I: Is there a particular time of year when they come up with new adverts a time of year or…?

R: Err… I really have no idea, I really have no idea.

I: That’s cool, but as you say if a new one comes out so then it’s something to be aware of so to speak. OK, cool. It’s actually about sponsorship and sports sponsorship and things, what is your understanding…? How would you describe sponsorship?

R: Erm, I think… Sponsorship? … Erm, I think the sponsors pay a certain amount of money of course to the club or, I don’t know the brand or the matches or the league and that’s it I guess.

I: And why would they do that? Why would a sponsor give money to…?

R: In return they could, or course have banners outside the stadium or inside on the screens the LED screens on the television. You’ve got those boards they’re not actually there at the football field but on television they are! It’s really funny!

I: Yes, It’s kind of bizarre.

R: So they pay a lot of money for that I guess.

I: Do you think it works?

R: Errm … I think it works. It depends on the person of course if you can be affected very easily, erm, by those advertisements, but I definitely think it works, yeah.

I: Yeah, OK. Why though? Who does it benefit then perhaps?

R: Errm…

I: In the sense of the company and the football team for example is there an equal benefit to both parties or…?

R: Errrm … I don’t know.

I: So, if a company gets, as you were saying, they get adverts up and things like that, but what about the club what do they get from the sponsorship?

R: Errm, they get money of course.

I: Yes, simple as that really!

R: Yeah! Money I guess and they have a group of people that come every time to the match and they like the brand for example and they come often for example, I don’t know, if there’s lots of people in the stadium for example, if you talk about football erm, who don’t like a certain brand and that brand advertises in that stadium I don’t think that works.

I: Yeah, OK. So there has to be, perhaps, a relationship with the brand beforehand?

R: Yeah. Maybe some, I don’t know, I think there are lots of guys who go to soccer matches, I think so, so if you put really girly advertisements in the stadium it doesn’t work I think.

I: … If one, … the other day someone came up with an idea that a women’s lingerie company started advertising or sponsored why would they do that in a sense?

R: If they use bare naked models then I think it would attract people to come and watch and they will cheer whenever they see a… I think!

I: I don’t know which country would allow bare naked women but…!

R: No, just the European countries!

I: You can tell you’re Dutch! What would the benefit of, I don’t know, a women’s underwear company advertising in the stadium do you think that would have any affect?

R: Yeah, what I told, the guys really like it, but it depends on the advertisement if you only see panties buzzing by then no! But if women wears that lingerie then I think…

I: So then it would, because men are pretty basic in that sense they would just go for that, would that affect sales of that…? Do you think a man would think ‘Oh yeah I saw that lingerie advert at the football…’

R: Actually I don’t think it really matters. I don’t think so.

I: It wouldn’t, the men would perhaps be blinded by the women.

R: Yeah!

I: Men! So obviously you were saying about the adverts and the money then what about the disadvantages? I suppose we entered into that, but can you think of any other advantages or disadvantages at all towards sponsorship?

R: Yeah, if there’s too much advertisements. I think it’s really annoying, I think it’s already really overloaded with advertisements the stadium. Errm…

I: That’s good actually because you were saying, as you were saying before, if the fans don’t have a relationship with a brand then that’s not going to as effective, but also on the other side if there’s too much then you can’t really define, then there’s too much to see.

R: Yeah, yeah.

I: That’s cool. Have you got any particular sponsorship memories like a company that has done a particularly good sponsorship campaign or…?

R: Errm, let’s see…. For sports only?

I: No, in a general sense.

R: Yeah, I know some but it’s been some years ago… What was that about? I really don’t know anymore because I think a lot of sponsorships don’t have a social thing going on.

I: Do you think it’s easier to remember if there’s a social side to it then?

R: Yeah, that’s what I’m was thinking about but I can’t really remember it anymore. I think so yeah, but I think it’s good if they not only sponsor getting money, or raising the sales or something….

I: Yeah, brilliant.

R: Errm, but also to have a like a social thing about it, like 20% of the sales from this time until, I don’t know, next year or something, erm, we will spend it at a company or something.

I: Cool. And that would strengthen the…?

R: Yeah, I think so. Yeah, yeah.

I: Good stuff. What about, Heineken is obviously huge in the Netherlands, it’s quite famous of course [around the world] do you know anything about their sponsorship deals?

R: Their deals?

I: Yeah, who they sponsor or if they’re involved in any sponsorship?

R: Err, of course they sponsor the Olympics they’ve got the Holland Heineken House! And, err … they’re big in the soccer thing I guess.

I: Do you know which type of football?

R: Which type?

I: Sorry, not which type, which tournament or league they sponsor?

R: No, I don’t know, no.

I: They’re actually the Champions League is their…

R: Oh really! I didn’t know that.

I: There we go new you know that now!

R: New information!

I: There we go. If someone tries to interview you now about Heineken! But, that’s cool though about the social side of it as well. That’s cool. Good stuff.

R: Sorry, I don’t know the insights of all the football leagues.

I: But that’s one of the benefits of interviewing students because if I was interviewing football fans which I was planning to originally…

R: They know everything!

I: They do, they do. And it gets to a point – similar to the amount of sponsorship for example – they have too many things they can pick out lots of things but it’s actually not that useful. People that perhaps haven’t got the same relationship with football… [are more useful] than those who have a direct relationship with football so that’s cool. As a Tottenham fan and our rivals I have certain problems with them and if they’re sponsored by [someone] then I don’t particularly like those sponsors. … I am biased and I knew that would happen with huge football fans to have people that are bit more rational perhaps that’s the truth of it!

R: Yeah!

…

I: If a sponsor, a brand that you were really keen on, had a soft spot for they sponsored an event would that be enough for you to go to that event? I don’t know if you’ve got a particular company you like or…

R: Errm, yeah some of the clothing brands, not that I’ve got everything of the brand I think it’s really good like some Dutch brands, yeah, maybe I think so because, errm, if you’re interested in the brands and the stuff they sell I think that also combines each other then maybe that you sponsor then maybe you will like that event. So I think so, yeah.

I: In the sense of, this is a Dutch clothing company have they expanded worldwide or…?

R: Yeah, they’re expanding they’re spreading to Berlin, and it’s really funny because I really love Berlin so I think somehow it’s really similar to each other.

I: OK; good stuff. Literally even just by them sponsoring this event you would make a point of going to it?

R: Yeah.

I: Even if there was no competition no anything simply because they have faith, their faith in the event and you trust their judgement to do that?

R: Yeah, if they’re a head sponsor or something because you can sponsor lots of things.

I: Good stuff. Do you think, as I sort of mentioned before with their sponsors and things, could you imagine that someone, or could you develop a loyalty to a sponsor because they were sponsoring something that you, perhaps the Dutch national team, if a sponsor came in would a loyalty develop towards that sponsor just because they were sponsoring the Dutch national team.

R: Yeah, I understand the question, well, it depends. It depends what the event is of course, for example for football, if there’s a sponsor that I don’t know that I’m not aware of, of course I won’t find it very interesting I guess it really depends on the event I guess if it’s like a festival, a music festival … and there are some sponsors, for example for drinks and it’s new you obviously want to try it and I think ‘OK, maybe I like it so I will try it for this time maybe it’s good’.

I: Simply because they’re, it goes the other way, because you’re going to this festival and the sponsors showed commitment so you’d show…?

R: Yeah.

I: You’d at least try it sort of thing.

R: Yeah.

I: Good stuff. … There’s huge amounts of money involved in sponsorship of course, let’s use the Dutch example, if Heineken, as they are, they’re the sponsors of the Champions League so they have a presence in the stadium and I assume they serve Heineken in the stadiums, but say Carlsberg were outside serving beer outside the stadiums, that’s a practice called ambush marketing where one company who isn’t a sponsor tries to ride on the effect of the sponsor. OK? What are your thoughts on that practice? Do you think it’s wrong or do you think it’s…?

R: If the other brand is selling beer outside…?

I: Yeah, for an example. … Even though they’ve got nothing to do with the…

R: I think it’s interesting. I don’t think it’s legal because Heineken will just kick you out of course!

I: Do you think it’s their right as the main sponsor in this example?

R: Yeah. … They paid for it. I read something about it and I think the other brand is not allowed to stay outside with their…

I: They do have, depending on the contract, they are quite strict on it, but it does happen of course.

R: Erm, I think it doesn’t really matter, I think if it’s beer, it’s beer. Of course some people have their type of beer that they really like they only drink that type of beer erm, but when it’s at the stadium for a soccer game I think those people just want to drink beer!

I: Yeah, OK, so if the product’s that close then…?

R: They’re not really influenced by it no.

I: … But the practice itself is something that perhaps the main sponsor would just have to put up with?

R: Yeah, yeah.

I: Cool. Good stuff. Errm, you sort of mentioned it with the social side of it but do think a sponsor or even a company can improve its image by developing a partnership with…? Say, for example, Barcelona they didn’t use to have a shirt sponsor but then they gave over the space on their shirt to UNICEF, the NGO, it was a couple of seasons back, but how do you think that works? Did that improve anyone’s image in that partnership?

R: Errm, I think so, I think it looks better than when you just put another brand’s name on the shirt from, I don’t know, maybe a political party or something that looks very strange, I think UNICEF is very general … of course you can something, you can have your doubts about UNICEF and what they’re doing, but that’s with every big company I guess, where the money goes to and if it really goes to the thing …

I: I know what you mean if the money goes to right places?

R: Yeah, or it only goes to the management the big people at UNICEF, but I think lots of people aren’t aware of that so they’re just thinking ‘oh, it’s for humans, so that’s OK’.

I: Yeah, OK.

R: It’s good, yeah.

I: Whose image did that improve then?

R: The team from the soccer [Barcelona FC].

I: Yeah, OK, would it have helped UNICEF to be associated with such a big football team [as] in Barcelona?

R: I think it doesn’t help UNICEF that much, no.

I: OK. Why’s that?

R: Because, for me, when I think about of soccer I think it’s, not a waste of money, but a lot of money is spent on players, like really millions … and everything around the soccer thing I think, sometimes it’s really a waste of money if you want to define yourself with soccer then spending the money on those things maybe you don’t want to be compared with that.

I: OK. Brilliant. Brilliant. … In this instance, it’s a bit of a strange example, … UNICEF didn’t pay Barcelona.

R: OK.

I: They [Barcelona FC] allowed the…

R: Space [on the shirts], yeah.

I: But, as you said, through UNICEF’s connection with football, because football is, with the bad reputation of some of the players and the money could’ve affected them in a bad way.

R: Yeah. I think for the club it’s positive actually but for UNICEF it’s kind of negative, like neutral negative.

I: Good stuff. There’s also, it’s just come out in the last few days, have you heard of Lance Armstrong?

R: Err, yeah, what was it about? I can’t remember, with the doping or something?

I: Yeah, well he won seven… Well, he survived cancer then set up a charity that has since raised I think 450million [US] dollars towards research and things like this, and he and this charity are backed by Nike. OK, right. Obviously, in the last few days it has been revealed that the seven Tour de France’s he won he was doping, it was an intricate operation the biggest [doping] operation the world has ever seen, erm, but Nike have come out today [12.10.12] that they still support him because they’ve got a connection with his charity, how is that…? Why would Nike do that, when the rest of the world is saying ‘wow, this guy is a cheat’? … Why would Nike stay with him? I know it might be a strange example because you haven’t really heard the background to the story. I don’t know myself in a way. … Nike are associated with his charity and not with him, in a sense, of course there is a sporting element, but it’s not particularly, he was never a Nike cyclist. So why do you think Nike is sticking with him?

R: I think lots of people of course they hear about the doping thing but they’re not really affected by it, I think it’s just it’s a lot of information about Armstrong and his charity and whether it’s good or bad information it’s just information and advertisements…

I: Yeah, OK, brilliant.

R: So people will forget the negative part and maybe they will just go to his charity or search him on Google find out about him and they come to Nike…

I: Yeah, OK.

R: So I think it’s good that they stick with him.

I: OK. So even at this point, despite the evidence [being] quite strong there’s still, you feel, that can just be lost in the all the information?

R: Oh yeah.

I: And, perhaps because he’s done so much with the charity his reputation is still quite strong despite the doping?

R: Yeah.

I: Good stuff! Do you think sponsorship works better – I think you also mentioned this – if there’s more of an obvious link between the sponsor and the football team, in this example?

R: Yeah.

I: Why’s that?

R: Errm, I think because, erm, people, it’s just easy advertisement, because, for example, the beer thing again, I think that some people watch those games and they drink beers and if they see it it’s like, ‘oh yeah, I’m drinking Heineken that’ the advertisement, yeah I’ve got it!’ so that’s the easy advertisements, maybe you also have more shocking advertisements that people aren’t aware of, or never use products who are advertised or anything like that they’re like ‘whoa!’ and they have to think about it that could be positive or negative, like, ‘I don’t want that’ or ‘whoa, that’s interesting and they will search it on my telephone right now’ or something like that.

I: That’s fine, so if it’s an obvious case then it’s just …, it’s just works quicker then perhaps?

R: Yeah.

I: OK, that’s cool, but, as you say, if it was an unusual company then perhaps you might look up about it but it might not be…?

R: Yeah, it isn’t that easy I guess.

I: Yeah, brilliant, because the links aren’t there already.

R: Yeah, yeah.

I: Good stuff. … We’re talking about multiple sponsors especially in leagues and things, in the Champion’s League as well, there’s lots of official partners OK? So I found recently, going back to Tottenham and Arsenal, Carlsberg is the official beer supplier – just the beer supplier – so they supply the beer in the stadium of Tottenham….

R: Tottenham?

I: Yeah, so they supply the beer to Tottenham, but they also supply the beer to Arsenal – our biggest rivals….

R: Oh no!

I: Yes, exactly. And this was at the bottom of the website but it’s not just those teams there’s a number of teams in the Premiership [top football league in England] that have this deal, but just in the case when a company is sponsoring rivals how does that work? Why would a company do that? IS the risk…? Is there a big risk in that sense or…?

R: Of course there’s a risk because people, maybe from both teams, were fans of both teams maybe stop buying that beer because the others can buy the beer and they don’t want to drink the same beer of course! It could be [a] disaster I guess, but I don’t know.

I: But, in football we’re talking about, when it’s beer, and a lot of people appreciate having a beer in the stadium and they can’t really avoid it then, they can’t, in a sense, boycott it because that’s the only beer they can buy they’d have to fight their own habit of drinking a beer, so are Carlsberg in a strong enough position just to say…?

R: If it’s the only you can buy in the stadium then people will buy it.

I: Yeah, yeah.

R: Or maybe before the match they will go to their pub and maybe drink beer they like, and then they’re wasted and they don’t know which beer they’re drinking at the stadium!

I: Wow, that’s a really good answer, well done! Yeah, because of the product itself, it does affect your judgement so the more you drink the less you care perhaps?

R: Yeah!

I: So for a big company like that it doesn’t really, it wouldn’t really affect them then?

R: I don’t think so. If the company is really big then it’s just , then it’s not just linked to one particular team for example, or one particular thing it’s just overall.

I: Yeah, brilliant, so we’re actually almost at the end now. Yeah, domestic and international sponsors, if, erm, if two companies came and said we’re going to sponsor the Dutch national team both with exactly the same package, you know, money-wise things like this, would you, as a Dutch person, prefer the domestic sponsor of the Dutch national team or would you prefer to see an international sponsor?

R: Errm, I think an international sponsor.

I: OK, why’s that?

R: I think it’s my own opinion about it, I think it’s just good, to errm, to have an international sponsor because it would provide, errm, … yeah, I like to travel also so I’m interested in other countries and I think it’s good if it’s a bit more broad than only Dutch in the Netherlands.

I: OK, brilliant, so with, erm, … what would the message be if an international company came in? Why would an international company come in?

R: Because they think we’re playing good or something like that, or they like the Netherlands, the people from the Netherlands, they think they will be influenced by their advertisements I think … lots of Dutch people they really like to travel they work in companies abroad because it’s such a small country, erm, some people say the Dutch are everywhere! I think that’s true for a part, and, yeah I really like that part that’s more international.

I: OK, that’s brilliant, if an international company came in, by what you’re saying would be a compliment towards …

R: Yeah.

I: [saying] ‘We like your country’. So, in that sense it wouldn’t be purely on the basis of expanding …?

R: No.

I: … into the Netherlands, it would almost be a sign of respect.

R: Yeah, I’m not really nationalistic, I think within some decades lots of people who in the shops speak English and other languages and in the shops of Amsterdam you have to speak English in clothing shops and stuff like that, because there are people from other countries working there and stuff like that it’s really nice. I think it’s good.

I: So, the size of the Netherlands has actually, erm, sort of developed this situation where, perhaps you’ve become internationalised because you have to be in a way.

R: Yeah.

I: Especially with cities like Amsterdam where so many, thousands of visitors come every day you know.

R: Yeah.

I: And, of course, with… good.

R: So, that’s good I guess, yeah.

I: So, what about a domestic sponsor, you wouldn’t…?

R: It’s OK, but…

I: It wouldn’t have the same strength say, as an international sponsor?

R: Yeah.

I: Brilliant. Good stuff. It’s interesting, because all the Germans I’ve interviewed they would like a domestic sponsor, but all the Romanians – I’ve interviewed three - for example went for an international one.

R: Oh, that’s interesting.

I: Yeah, so I didn’t know which way you’d go! I don’t know if it’s something to do with the size of the country or…

R: It also depends on the person.

I: Yeah, that’s true.

R: If they’ve got a lot of nationalistic persons.

I: Yeah, of course, there has been talk of that, it, is of course – as I’ll make a point in the thesis – this is just your opinion and that, it’s obviously not the entire Dutch population!

R: Yeah!

I: But how is nationalism in the Netherlands?

R: It depends on where you live I guess. … I live in the west where all the big cities are like Amsterdam, Rotterdam, I live in the middle and then by the sea, but if you live in the northern part they’re a bit, err, more on themselves, they speak a different language than I do with a really big accent it’s quite similar to Danish, sometimes I can’t understand them, so they’re more on their own and in the eastern part of the Netherlands they’re really strict, they’re really Catholic so religion plays a big role in their daily lives so other countries, and English is a little scary for them, and in the southern part erm, I think they’re more international with Belgium [nearby]…

…

I: Right, these are all high street banks in Britain. Have you ever been to Britain at all?

R: No! I want to go to London but I still, I don’t know, I think it’s really close so you never go!

…

I: Ok, so one of these are one of the main sponsors of the Premiership [top football league in England] it was in the programme, they’re all British banks, can you…? Do you know which one it was at all? Can you remember from the programme at all?

R: Err…

I: Or can you make a guess?

R: I don’t know, if I have to guess, I think it’s RBS maybe. I don’t know why…. I have no idea!

I: OK, that’s interesting, a lot of people have said that, but it is actually Barclays.

R: Really?

I: I’ll show you why I think you may have gone for RBS… OK, this one, this is the main shirt sponsor of Tottenham. OK? And this was very prominent because every picture you have of them has it on there. So this is not the shirt manufacturer, it’s the actual sponsor.

R: It’s the Mums Matter because I saw it, and I thought ‘why Mums Matter on the football?’

I: So, why do you think they have done the Mums Matter then? It’s a charity… ‘A loving home for every child’.

R: Because of guys have families with children and maybe they buy the thing [the programme] and they put it on the table and their wives see it and they say ‘oh my gosh, there’s really something interesting in it for me! … let’s have a look’.

I: Brilliant, so by including that… but in another sense why would Tottenham show that they are involved in the charity. What would that do for them?

R: Maybe to involve the whole family in football and not only the guys. Maybe they would come up with a family thing?

I: That’s brilliant. I’ve never thought of that actually, well, they do have a Family Stand and it’s becoming more – particularly in Britain – it’s become more, not every stand but a lot of stands have become Family Stands.

R: Yeah, OK.

I: I think most Premier League teams do so…

R: So, you’re not in the hooligans…

I: No, they’re trying to…

R: That’s good.

I: … Do you know which one…? You say Mums Matter?

R: I saw it in the thing, I don’t know if it’s the shirt sponsor but…

I: That’s something that stands out from looking through the programme?

R: Yeah.

I: That’s cool, but it’s actually Autonomy.

R: Autonomy, I don’t know that brand.

I: But a lot of people, I don’t know if it’s the positioning of it, but that Mums Matter has really…

R: It’s pink! Everything is blue in the magazine, and this is pink!

I: Very good, it could be just as simple as that. … There we go [showing the Barclays imagery throughout the programme] but confusingly they do the name there….

R: It’s blue, yeah.

I: But as you said it’s blue and that might be why the Barclays, that might be why you chose the RBS because it’s the same colour [as the RBS on the bank logo recall sheet].

R: It’s the dark blue.

I: Yeah. But Autonomy are very interesting actually.

R: I don’t know what they’re…

I: They’re an IT, technological company.

R: OK.

I: This sign [the Autonomy logo], wherever it appears be it in a newspaper picture, or the shirts or whatever and you can scan it and get additional coverage.

R: Oh really?!

I: Yeah, of the company, but they also do, if I’d been at this match – it wasn’t me unfortunately – but if I’d been able to scan this hen I would have got additional coverage on this match so it’s something they do all the time, it’s not just a general thing. It’s…

R: Interesting, yeah.

I: Interesting. Another question: Tottenham were made by Puma last season, a German company, this season they have been made by Under Armour an American company, very big in America.

R: Under Armour? I’ve never heard of it!

I: No, nor had I so, why do think an American company has come and said…, do you think it’s just about money or do you think, do you think it’s a mutually beneficial arrangement?

R: Yeah, I think so, yeah.

I: In what sense?... Why have Tottenham chosen a very…. I think there’s a very, what I’ve heard about Under Armour is, that when kids, even from five years old, they’re told to get Under Armour, they’re not told to get like, training clothes, they’re told to get Under Armour, so they use the brand name as a description for the products…

R: Whoa.

I: … so why do think they’ve gone…? What benefit would Tottenham have if this was in an Under Armour shop…?

R: I think the American people would support the club or something, and think, ‘they wear the same clothes, that’s good. I feel… something for them’ or something like that.

I: Fantastic. Good stuff. And the American company coming in? As far as I know they’re the only one [Tottenham] they make a British kit for, so what benefit is it for the American company?

R: Errm, I don’t know if England has such a big influence on America … can you ask it again?

I: Yeah, of course! So, this company has come in and they make Tottenham’s kit now of course, so how would that benefit this company? Not just by of course just Tottenham with all the fans buying the kit, but is there a more general thing this could help them with?

R: Maybe they could show on their website … other people from Europe and the club they’re wearing our shirts would you also like to… I think it’s just a way to get to other European countries.

I: Excellent, well, there we go, yes, expanding the market, yes, there we go. Thank you very much!

Interview 16 Male. 23. England

I: Right, it’s recording…. What’s your interest in sport, or football generally? How would you describe it?

R: In football, I would say that I enjoy it and watch it a lot, but I don’t follow it religiously.

I: OK. You say enjoy you it, what sort of matches would you go and see or watch...? Or, how would you see them?

R: Well, I see local games really.

I: OK, what do you mean?

R: Live games generally.

I: As in Leicester [where’s he’s from]?

R: I’ve been to Leicester and Derby before erm, but on TV I prefer to watch international games, whenever there’s a tournament on I get slightly obsessed by it.

I: Fair enough, I can understand that. How would you watch that? Socially or on your own or…?

R: Usually with friends.

I: Cool, and that would be something you’d really make a point of organising just to see *any* tournament match or would it be just England matches or…?

R: No, not just England games…

I: Probably for the best!

R: I’m not a masochist!

I: That’s cool, so you’re into particularly the tournaments, get together with mates and, yeah…

R: Sit there and watch the game.

I: Good stuff. Erm, right going away from sport generally when adverts come on during television programmes, films both here and obviously back in [Britain] how would you react to those?

R: Adverts? I dislike adverts. And I kind of feel like they’re doing, I feel like it does active damage to people.

I: OK, in what sense.

R: Psychologically.

I: OK, why’s that?

R: Erm, I think it’s the, it’s persuading you to do something you wouldn’t normally do, that you might not need to do, and it’s consistently telling you to buy things in order to be happy, which is not something I believe.

I: Fair enough. So do you watch them and get annoyed by them or do you use it as a way of, I don’t know, as a break or…?

R: Often, I’ll have a cigarette instead, sometimes, well, when I was in Leicester and I would watch games with my friends we use to live close to the shops and we’d nip out and get Doritos in the break.

I: Yeah, OK, but what about when you were watching BBC [non-commercial channel] though? Would it just be because of the break? If the match was on BBC they’d be no adverts, is it something like you just don’t like the halftime so to speak or was it just because there were adverts?

R: Oh yeah, erm, I like watching the halftime commentary and such…

I: Yeah, OK, brilliant.

R: … but, erm, yeah, if there’s adverts. Even the adverts on the pitch annoy me!

I: OK.

R: But I can’t avoid that at all.

I: No, no. Wow, good stuff. Erm, … so how would you – specifically this is about sponsorship – so how would you describe sponsorship?

R: Like a definition?

I: Yeah, in a sense.

R: I don’t know, I guess, say, a company which pays money helps the team or whatever and in return gets advertising.

I: Brilliant. Well, that’s it. Do you think it works?

R: Erm, well, I’m sure it probably does otherwise, erm, I don’t think the companies would do it.

I: OK, so is it an equal benefit do you think to both parties?

R: Erm, … I don’t know, I haven’t thought about it. Erm, … I haven’t thought about it, I don’t know.

I: That’s fair enough, that’s… Not a problem at all. … So, you say the pros, the advantages are therefore the company that gives money gets advertising, the team gets money. What about disadvantages? Are there any?

R: Yeah, I think for the team, erm, you kind a get judged on what’s being, what you’re advertising and sometimes I think it’s, but maybe it’s because I’m really cynical about it, but sometimes it seems morally inconsistent…

I: Very good.

R: Yeah, erm…

I: Can you think of any examples at all?

R: Well, like in those books [programmes] you just gave me there was one where it was talking about … mothers in South Africa and the next page was just about surgery, like dentistry surgery, it just seems like there is no consistency and then it talks about a little about churches, it just seems like there’s no sort of, yeah.

I: So perhaps you could say it’s just to highest bidder in a way?

R: Yeah, exactly.

I: There’s no, sort of moral compass in that regard.

R: It’s all finance and not because there’s this, you know, narrative or message they want to get across so whenever they try and get over a message, it always seems a bit cynical, a bit lost somehow.

I: Due to all the other types of sponsor…?

R: Because of all the others, yeah.

I: Wonderful. Good stuff mate. Erm, so, OK, why is there so much sponsorship then?

R: I don’t know, I think there’s always been sponsorship, but I think it’s got a lot more recently. Erm, and I think, erm, I get the impression that people who do marketing … there are, all … can all be quite aggressive and they’re really wanting to just try and expand their base and with football you’ve got this big captive audience, you’ve got this big kind of market that you can, kind of advertise towards so, erm, what was the question?

I: Why is there sponsorship in a sense? Or is that why, because for companies it expands their …. What does it give to the…? And that’s on a company’s perspective, what about the football teams? Why do they have to be sponsored? Do they *have* to be sponsored do you think?

R: Erm, I don’t know enough about football business to know if it is necessary, but, erm, maybe it is necessary because all the other teams are doing it so you’ve got to compete in some way in order to … pay wages and get good players and stuff like that.

I: Good stuff … well done. So what about, have you got any specific sponsorship memories both good and bad perhaps?

R: Sponsorship memories? Yeah, I support Nottingham Panthers the ice hockey team, and they’re sponsored by GMV which I was always, I quite liked in a way because it’s a union and it’s not trying to, it’s saying ‘we’ll protect you from your evil boss!’

I: Yeah, very good. Is it on their shirts or how public is it?

R: Yeah, it’s on their shirts and they’re the main sponsors and I guess something like six, seven or eight figures, I don’t know, I can’t do maths, but it’s a relatively big number, yeah, erm, and yes, they are actually called the GMV Nottingham Panthers because they sponsor us so much.

I: Does that tie in with their image then particularly? Is it something Nottingham Panthers would have… in a sense is it a worker’s club or…?

R: No, I don’t think you could say that, no. But, I don’t know, for me it is part of their image but that might be because I want it to be because I support the team.

I: Yeah, I see, that’s fair enough it does happen.

R: In the programmes it’s not consistent.

I: Yeah, OK, so even though they’ve got this, one could argue, this morally, erm, sound sponsor but other sponsors perhaps may compromise that…?

R: Yeah, like a bank or something. A bank and a union together, it’s like what’s going on?!

I: Yeah, fantastic. Any others?

R: Erm, sponsorship? I guess in the Olympics they were, … I can’t remember the company’s name but they are a company that was involved in Bhopal in India and they were the ones, basically known for killing a load of Indians, and they want to be known as the one, you know, that won the Olympics. … Be a good sport guys instead of the killing Indians guys.

I: I can see why they were trying to change their image in that sense! So, yeah, that was the main Olympics was it, not the Paralympics?

R: Yeah, yeah. … But that would be interesting as well to see who sponsors the Paralympics maybe you think it’s better, if you sponsor the Paralympics you have more moral superiority.

I: There was a strange case because one of the Paralympian sponsors was the same company that were re-addressing and were auditing the benefits redistribution for the Tories [aka Conservative Party]. I can’t remember their name but there was uproar because a company that were trying to support paralympians were, within the month previously had, … it was well within their interests to take the benefits away.

R: Like ‘we can’t be bad to disable people because we’ve sponsored them’.

I: Yeah, precisely.

R: An ethical fig leaf in a way.

I: Yeah, … that’s a perfect analogy, very good!

…

I: I think we’ve talked about in a sense, but would a sponsor that you liked, a company that you liked, or found morally sound began to sponsor an event or a team would the sponsors involvement make you, say, want to take part in that event, or see that team? Would a potential sponsor have a strong enough pull for you to…?

R: I don’t think so….

I: No, OK.

R: … I think that there’s no company that I like enough that would make me take part in something that would happen, yeah.

I: OK, but say had you heard of GMV before they sponsored the Nottingham Panthers for example?

R: Well, I was really young when I first went so I didn’t really know who they were I sort of found out as I …

I: So, it’s been going on for that long then the sponsorship deal?

R: Yeah, it’s been going on for a really long time, yeah. It’s been going on for as long as I’ve been supporting them.

I: And that could be…? How long could that be do you think?

R: Oh, many years.

I: Over ten?

R: Yeah, over ten. … Yeah, it’s been going on for a long time. But that didn’t draw me to it, I went because my aunt went.

I: Yeah, OK, brilliant, so it was nothing to do with that at all. As a ten year old: ‘I gotta join that team!’ So, in that sense it wouldn’t be a strong enough pull for you?

R: No.

I: Would it at least provoke interest in say looking up, or exploring more about the company?

R: I think maybe but it work, maybe, the other way round. If someone I didn’t like supporting an event I would not go on purpose.

I: OK, in that sense. It would strengthen your resolve.

R: Yeah.

I: OK, but what about the other way round then in this sense, say, a team you like was sponsored by a company would that develop a loyalty for you? Like a Blind loyalty in a way just because they sponsored your team?

R: In this company?

I: Yeah, say a team you supported or an event you like to go to they had a new sponsor, say, for example the Nottingham Panthers found a new sponsor, or the England team for example, would that provoke interest or even loyalty for you?

R: For that company?

I: Just because they showed an interest in a team you liked, or an event you liked?

R: No, I don’t think so, I think, I don’t know, I might look into them, but I don’t think it would be, I think I separate the two things. You know, I want to follow the team and support the team, but I’m not interested in buying anything.

I: Yeah, OK, brilliant.

R: Apart from the ticket or the programme or something.

I: Cool. Err …. Right, there’s obviously huge amounts of money involved in sponsorship OK? And, for example EURO 2012 Adidas were one of the main official partners of course, erm, if for example Nike set up stands outside the stadium, it’s a concept called ambush marketing where they try and ride on the effect of one of the main sponsors, what are your feelings towards that? Do they have a right in the market place to do that, and is it Nike’s to do that?

R: Erm, maybe they do have a right in this free market world that we live in, but, erm …

I: But what are your thoughts on it?

R: … I wouldn’t like it!

I: You wouldn’t like it as a consumer?

R: I wouldn’t like it as a consumer, no. It would be something that I would avoid, but then I don’t really like the free market anyway, and whenever I see a bit too much free market I think, ‘oh, that’s a bit much!’

I: Yeah, ‘oh, you’re showing a bit too much free market there!’ Bit explicit!

R: Yeah, I’m gonna leave it [the too obvious free marketing]!

I: Good stuff mate, so, in a sense, when it becomes so obvious, it actually makes you react in a…?

R: I hate this style of marketing anyway, where people are really keen to sell you something. I hate being ambushed in the street when people are in the shop and they’re coming up to you I just want to, you know, look and if I want to buy anything I’ll buy it.

I: Precisely, yeah.

R: Yeah, but I think it’s quite a cynical thing to do.

I: OK, but can you understand it?

R: Yeah, I can understand it, it’s about money.

I: Simple as that, but it’s … ethical or unethical would you say … for Nike to do that – they didn’t do that – but as an example, but if they had done that?

R: If they’d done a stall, I mean, I think, for me it would be unethical, but, I don’t have a monopoly on what is ethical and unethical that’s a personal perspective, I mean everyone involved could think of it as an ethical practice for me, it would maybe be a grey area.

I: Yeah, OK, good stuff. But, again, because of the free market this grey area is naturally created then?

R: Yeah.

I: Although you could argue [and say] would Adidas do the same if it was the other way round? If Nike were one of the main sponsors and, who knows?

R: Yes.

I: Erm, good, what about a sponsor or a sponsee, as in, in this sense a sponsor and a football team can they improve their image by creating a partnership? So, did Nottingham Panthers’ image – once you became aware of the [union sponsor] did they improve in your eyes?

R: Yeah, I think I did like it in a weird way … erm, it became…, yeah, it became kind of part of why I liked them, even though I had already liked them. Yeah, but it wouldn’t have changed whoever the sponsor was but it kind of became something, just because it wasn’t a company that was selling you something!

I: Yeah, yeah, that’s… yeah, of course.

R: But, erm, … yeah, so, but I don’t feel any, I don’t feel like I need to join the GMV, I don’t feel sort of this, kind of, you know…

I: That strongly…, it doesn’t create that… We were talking about that weren’t we? It doesn’t create that blind loyalty but the image they’ve created through that…

R: Yeah.

I: … has improved. Has it improved GMV’s as well?

R: Erm, I don’t know about it from their perspective but, erm, yeah, but like I say the Nottingham Panthers it’s kind of inconsistent they do have some good sponsors, they have a health food sponsor as well, they’ve also got some surgery and other types of …

I: Sorry, plastic surgeries?

R: Yeah, and there was, I’m trying to think who all the sponsors are now… but, erm…

I: There tends to be a lot more in that, sort of level of ice hockey doesn’t there?

R: Yeah, there’s a lot of sponsors yeah.

I: And, in the sense of a lot of sponsors, how does that… if there’s a lot of sponsors, how does that work in your mind, so to speak? Does it, is a problem for you to process them for example?

R: Erm, no, I think I can ignore them quite easily actually. When there’s so many you can ignore them… you couldn’t ignore it’s GMV, because they’re called the GMV Panthers, it’s like all over the place, but you can ignore the fact that some solicitor firm is sponsoring them as well, because it’s just one bit on the ice, on the edge of the rink, erm, yeah, so the smaller ones are easier to ignore. I don’t know if, I don’t how it kind of effects their business but, erm, but maybe it does because they are local to Nottingham these business so it’s kind of a local connection, but because I don’t live in Nottingham, but people who do who visit [the ice hockey] will see this company and make these connections, and even maybe subliminally because they’ve seen these at the game.

I: Yeah, there has been subliminal research done, but it’s difficult to research it, but that is why sponsorship is so predominant so to speak.

R: So people will link it with this, kind of good feeling of winning against the Sheffield Steelers [big ice hockey team in Britain] and they’ll see this company in the street of Nottingham and choose it over something else even though it’s difficult to prove I believe that’s true.

I: Brilliant. Good stuff mate. In the sense of locality with sponsors, I mean it’s difficult, ice hockey is a brilliant example because it does tend to be, it hasn’t been bastardised as much as football has or, as in the sense, yeah, big business particularly in terms of The Premiership [top football league in England] ice hockey is perfect because they do have big strong companies but also the local solicitors, in that sense do you think local companies work better you could say. Would you argue that, or not?

R: There’s, erm, … possibly with these small teams but, erm, … but I’m not sure really.

I: Say, if a solicitor firm from Newcastle for example [were to sponsor the Nottingham Panthers]….

R: Yeah, OK.

I: That wouldn’t…?

R: That wouldn’t work, no.

I: And why would it not work?

R: I mean people in Nottingham that go to these games aren’t from the catchment area of…. They’re not going to use this company, but I was thinking local as opposed to, like global to cover it.

I: Brilliant.

R: As opposed to a different ‘local’! … But, with ice hockey, I feel like it’s more necessary, they struggle, they have to go into, they become bankrupt and stuff and they’re really struggling to make ends meet and pay everyone so it seems like sponsorship is necessary, but in football it seems quite over the top and players are getting 20million a year or something. It isn’t right, they should be able to earn more!

…

I: Yeah, some of them get £200,000 a week, it’s mindboggling. Good stuff, so we sort of mentioned the links, erm, and multiple sponsors, so, in the sense of that if there are too many sponsors then, as you said, it’s easier to ignore them perhaps. So, if there’s too many then it gets…

R: Yeah, I think it is easier to ignore them but maybe not fully ignore them, because, as I say, it’s kind of in your mind somewhere you know, once you’ve seen it, you can’t ‘unsee’ it, then yeah, so I still think it has an effect even if you do just ignore them. I think so people are so connected with Nottingham and the Panthers the locality then it would matter, like, it doesn’t matter to me, I wouldn’t choose my solicitor based on who supports the Panthers, but some people might.

I: Again, creating that loyalty just because of that [ice hockey] team. … Do you think if there’s, erm, … because that’s the strange thing, the examples we’re using: GMV and the solicitors firm, there’s not a natural link with ice hockey there, in a sense. Where are GMV based? Are they Nottingham based?

R: Not sure! Possibly.

I: I mean how does it...? Does there have to be a link? The example I use in other interviews with beer for example, beer is very strongly linked with football and the social side of it and so often people have said that does work much better than others, but has sponsorship got to such a point now where, and in most sports it’s so necessary, are there limits? Or, what are the limits perhaps to a sponsorship agreement?

R: I don’t know if there are limits, because people don’t even expect it anymore, because people don’t even expect it, what was it McDonald’s sponsored the Olympics like, not only is there not a connection, there’s almost an anti-connection.

I: Yeah exactly.

R: So people make fun of this, but I don’t know if you expect anything else.

I: No, that’s right, so it’s… the relationship we have with sponsors is that they’re there in a way, yeah, it’s just something that happens, therefore, so in a sense of tobacco for example which is illegal, there was a recent case with Wonga for example. Wonga, the short term loans…

R: Yeah.

I: ‘Legal loan sharks’ they’ve been called by some MPs, [Wonga] have announced a very big sponsorship deal with Newcastle United, but, in an area where personal insolvency is the highest in England at least, erm, … there was a huge uproar about that and [it was said] it was morally corrupt but how does that work? Initially there was a huge backlash from Newcastle fans as well, but then they, Wonga actually did a very interesting thing…. St. James’ Park [the original name of Newcastle’s home stadium] had been renamed The Sports Direct Arena because that’s the owners company but, as part of this Wonga deal, they bought the Stadium rights, but re-named it St. James’ Park, so they didn’t call it the Wonga Stadium they brought back the original name which so many fans had been desperate for, so, in that sense, even after the initial problem is it just down to PR in that sense? If there is an initial problem with the sponsor can anything – because we are so used to sponsorship - can anything be brushed under the carpet?

R: Yeah, I think, erm, it’s very easy to, even though it’s kind of silly that McDonald’s sponsored the Olympics it wasn’t surprising, and, erm ….

I: Why wasn’t it surprising do you think?

R: Just because, like I said, you don’t expect a connection you know, you just expect it’s all free-marketeering sort of, it’s all kind of money, and also you’ve got the situation where you can’t bring anything into the stadium you had to buy McDonald’s!

I: Yeah. Eating burgers whilst watching Mo Farah running the 10k in thirty minutes! … But, that’s perhaps the bizarre world that sponsorship has created, then to the point where the moral compass is, perhaps, broken?

R: Yeah.

I: Why do the big companies have to sponsor the Olympics do you think?

R: Oh, it’s, for sure about their image and maybe changing their image.

I: OK.

R: Yeah, so if you sponsor the Olympics you’re the good guys so ‘We’re a sponsor of the Olympics, it’s our finest hour’….

I: True. Exactly, exactly, so in that sense why would the IOC – the International Olympic Committee - go for…? Have they got any choice in a sense to go for Visa, McDonald’s?

R: I know, it’s very easy to think they’re being really unethical, but if I was on the board would I be able to do anything different. I don’t know if I could do anything different.

I: Because of…?

R: Because, it’s kind of the way it is, it’s kind of the way it’s become… and it’s erm….

I: So the Olympics is such, to a point now where the sponsors have to be of, or have to have particular global revenue for example to…?

R: Yeah, for sure, and I think the Olympics, I’m not sure, it’s mainly corporate sponsors now, there’s very little, or much less funding than certainly when it started.

I: Yes, that’s true, particularly in the mid-80s it began to shift over to particular Olympic partners or executive partners sort of thing and that, and do you think that’s created the situation that we saw in 2012 for example?

R: Yeah. Yeah.

I: What was it? The world’s biggest McDonald’s was made and that was actually part of the whole appeal, it was almost a selling point bizarrely … But, it’s to the point where events are such that they have to have these sponsors so it’s a self-replicating cycle I suppose?

R: Yeah, I guess so, yeah it kind of reproduces itself but I guess, erm, it’s with the increase in this free market and this neo-liberal activity and I think it’s kind of this increase and you see it within these sporting events and you see it within teams and you see it within the Olympics and it feels, that they are subject to this bigger thing as opposed to actively trying to get people fat.

I: Yeah, OK, yeah, as in McDonald’s are part of this bigger thing.

R: Yeah, McDonald’s, the IOC I don’t think they’re going to say ‘we don’t want McDonald’s because they make people fat, it’s not a good image for the Olympics’ I think they’re just saying ‘oh yeah, McDonald’s are going to give us all this money we need to have them on board so we can do the Olympics’

I: It’s as simple as that. Good stuff. Erm, so in that sense, who has the power now in sponsorship deals? … In the sense of a football team or even Nottingham Panthers… is it an equal power-share in a sponsorship deal or…?

R: No, I wouldn’t say it’s an equal power. I’d say the sponsors have more power, especially with the Nottingham Panthers who need this sponsorship in order to survive, but, yeah, I would say that with the sponsors themselves they have more of a choice not only whether to sponsor or not, but, if they do, where to go so I would say the power is definitely… they haven’t got a lot to lose, these big companies which earn a lot of money anyway and they are just, kind of increasing their base.

I: Yeah, OK, so even though they have to give a lot of money perhaps to make that known then perhaps that’s…

R: Oh yeah, I’ve never known a company do something out of the good of their heart.

I: Yeah, OK, wonderful. Erm, but, therefore could a football team, or a sponsee in that sense, damage the reputation of a sponsor to the point where…

R: The team damage the sponsor?

I: Last year Luis Suarez [a Liverpool FC player]was done for racially abusing [Patrice] Evra [a Manchester United FC Player] and he got an eight match ban, did that affect Liverpool’s sponsor in any sense do you think? Because they were associated with, at least, with a racist player or at least, someone who was convicted of it?

R: Erm, I don’t know, for me, I would certainly separate these things, like, I wouldn’t say it’s the sponsor’s fault or, you know, I wouldn’t connect them together particularly even though they are connected financially you know, sponsor-wise, but maybe other people do and that has an effect on the company, but, it’s interesting, but I don’t know if most people would separate these things but, erm, for me, I don’t see how you couldn’t.

I: OK, brilliant. Wow, so even though there’s a strong partnership and the partnership is proclaimed loudly even if, in the sense, that if a football team does, or a member of the football team does something wrong there’s still like a Teflon effect on the sponsor who doesn’t seem to…?

R: Yeah, I would obviously blame the player and the responsibility there I wouldn’t put the responsibility on the sponsor, but maybe it’s because I’m cynical and I think it’s all about money, so I wouldn’t think this company is racist just because they sponsor this team that’s racist.

I: Yeah, OK, brilliant mate. Good stuff. Cool. Yeah, we talked a bit about multiple sponsors, but domestic or international sponsors, say, going to the England national team perhaps, I don’t know, but would you prefer to see a domestic sponsor…? Like, if two sponsors came one domestic the other international, both with the same package, unlikely to happen, but, everything is the same, but you had the choice as … had the choice(!) and Roy Hodgson [the England manager] rang you up…

R: Again?(!) Come on(!)…

I: … What would you prefer to see a domestic sponsor or an international one for the England team?

R: I think it depends on which sponsor it was, I don’t know if I could decide just because it’s national or international. But, erm, erm, yeah, I mean… yes, it would be, I’d like the Nottingham solicitor’s company to sponsor it! Just get enough funds and we can do it! But, I don’t know if … I don’t know if I could choose, it would have to, yeah, I’d have to look into – if it was exactly the same – I’d look into the companies themselves.

I: Yeah, OK, so it would come down to that side of it the moral side of it, or, the moral capacity of the company themselves?

R: Yeah. I think so, and I also think that’s a real choice that people have if the packages were the same, you’ve got a very rare opportunity to make a moral choice.

I: Wonderful. But how come then…? Do you think it just comes down to the package then?

R: Yeah.

I: Brilliant. Good stuff. Well, that was it … Right, so just a couple of things, we’ll start with this one, you’re obviously well-versed in these delightful banks (!), high street banks…

R: My favourite(!)

I: I knew you’d like this bit! One of these is the main sponsor of the Premiership, do you know which one that is?

R: The Barclays.

I: Yeah, good stuff. Do you know that anyway or did…? How would you…?

R: Err, yes. I knew it was the Barclays Premiership.

I: Yeah, because they [Barclays] had a weird thing with, I didn’t really read it because I wasn’t surprised that a bank did this, I can’t really remember, but they obviously manipulated rates so they could make more money…

R: Yeah, but like the Libor rate, and it wasn’t surprising at all.

I: No.

R: That’s the horrible thing.

I: Yeah, I just read the headline, … so that didn’t, but I felt again, that didn’t, effect, in any way The Premiership, it didn’t have any…

R: I didn’t feel so for me and actually I haven’t even thought about it until now, it’s so disconnected in my mind, that’s it’s not even crossed my mind that it has impacted how I felt.

I: Yeah exactly and I got a list of seven or eight things, then actually they had quite a massive scandal….

R: Yeah, and you’re so used to seeing that symbol [the Barclay’s logo] that it’s just a symbol kind of, you just kind of…

I: Yeah, that’s true, so perhaps they just kind of, the symbol itself, or the sponsorship itself kind of separates itself from moral obligations.

R: You just see a shape you don’t see a company in a way…

I: Yeah, very good.

R: … that you kind of see all the time anyway.

I: Yeah exactly mate. One of these is the shirt sponsors of Tottenham….

R: Oh, OK.

I: … it was obviously quite prominent in the programme, there’s a couple of red herrings there as well… can you…?

R: Oh, erm, … let’s say, I don’t know, but I’m going to go with … Puma?

I: Good try mate, Puma was one of the red herrings because Puma was the shirt manufacturer of them which is strange how it’s more prominent, but it’s actually Autonomy.

R: Oh, I wouldn’t have guessed this.

I: No, which is… because I actually saw you looking at this [information on the Autonomy app page in the programme] for example, erm, the Autonomy sign actually works as a scan code … even on shirts, newspapers, anything. See, you download the app and it provides extra content for the matches and things like that. I wanted to ask you about something. Arsenal are our big rivals – I’ve just realized I didn’t ask a question – and I noticed recently that Carlsberg were both Tottenham’s official beer suppliers and Arsenal’s as well. This is part of a general deal they have with the Premiership, a number of stadiums are provided with Carlsberg beer, but to provide two such arch-rivals with the same beer how does that work, or does it…? Literally this will be the only beer you can buy in the stadium, what sort or…? How does that work?

R: What beer was it sorry?

I: Carlsberg.

R: Carlsberg, yeah, Carlsberg beer. Maybe Carlsberg are trying to unite humanity!

I: Oh, that’s a wonderful thing! … What do you think of that?

R: I think it’s bizarre from the fan’s perspective, I would like to see this!

I: It’s not hugely advertised, it’s literally at the bottom of both websites. Any problems with that?

R: Yeah, I mean for people who, obviously if you separate it, it isn’t but if you link this sponsorship with the team and it’s also linked with, you know, if a person I really don’t like, likes something that I like I have to reassess this, you know? I don’t want to like something that someone I don’t like, likes. … As childish and bizarre as that is.

I: But that is the element of that here, sport, particularly football does that to people and can you get to a point where, in the most serious cases, because they found out the Arsenal connection then they could stop?

R: Yeah, they could stop, erm, but, yeah, I mean, certainly within stadiums there’s limited choice but, erm, yeah, you could say ‘oh they’re just sponsoring everyone, I’m not going to support [them]’. I don’t know if anyone does that, but you could do that in an extreme case I guess.

I: Yeah, OK, but the numbers is such…

R: I don’t think many people would do that.

I: No, because, again, that connection with beer is so strong in a stadium then [it would be difficult to not]?

R: Yeah.

I: Good stuff mate, I think that was it. Wonderful, thank you ever so much!

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I: Good stuff. So, you’re saying, I mean, what is your interest in sport, football, I mean, how would you describe it?

R: Well, basically, I’m not following any league, I’m just following the national team … so basically when Holland [mother’s Dutch] or Germany are playing I am supporting these teams.

I: When they have the matches, would your interest grow when there’s a European Championship or a World Championship?

R: Yeah, definitely.

I: OK, how would you watch those matches?

R: I would, if it was in my country I would probably go to the stadium.

I: OK, wow.

R: Yeah, so I would probably spend money for it. … but, maybe, yeah, it would be a public viewing, at a public viewing places in Germany or just watching it in the garden with the TV, so….

I: With your friends?

R: Yeah.

I: Would you watch a match on your own?

R: Erm, probably not, no.

I: Yeah, OK.

R: It’s more fun with the social side.

I: Yeah, of course. Would you get beers and things?

R: Yeah.

I: The whole thing, that’s good stuff man. OK, good stuff. Any other sports at all?

R: Yeah, actually I used to play handball for quite a long time, so mainly handball not really following it on TV at the moment because I’m not up for it and am very busy with other things. Handball, yeah. And I really like rugby.

I: OK.

R: Since I went to Australia I started following it, it’s really nice.

I: Yeah, it’s one of the national sports over there of course.

…

I: … Good stuff. Erm, going away from sponsorship when you see adverts, or when commercials come on during a film or TV programmes here, or in Germany, or wherever you are, how do you react to those?

R: Well, usually they are quite boring usually with football players, but recently I think it was the other week they had a really nice commercial about how ladies or girls see football players advertisements they had funny, one guy was shooting at goal and all of a sudden instead of hugging he put a women’s sanitary pad on his forehead….

I: A what, sorry?

R: where they have their period they have…

I: Oh yeah, yeah… A sanitary towel.

R: Yeah, so that’s quite interesting, but usually they try and do a lot of effort because a lot of people watching it four or five million watching it at least so I think it’s getting better.

I: OK, so the adverts are becoming … less directed towards the male or the more traditional viewers of football for example.

R: It’s not such a male domain anymore; I think they’re also focusing on women.

I: Yeah, good stuff. But in terms of commercials generally in an everyday capacity, as in you’re watching a film and a commercial break comes on what do you normally do during a commercial break?

R: Well, I don’t have a TV!

I: Yeah, OK, but can you remember?!

R: Yeah, back in the days, erm, I would probably skip it.

I: Yeah, OK.

R: Because my interest is not so much on football and I see it, and maybe something grabs really my attention then I’ll watch it, but otherwise I wouldn’t pay any attention.

I: OK, would you perhaps, go out of the room as well or…?

R: Usually just a toilet break … or cooking something in my microwave or…

I: Yeah, OK, so using it as a….

R: A break.

I: A break, yeah, good stuff mate. Erm, OK going back to sponsorship now… what is your understanding of…? How would you describe sponsorship?

R: Well, erm, for me, sponsors in general?

I: Yeah, just a general description, how you understand it.

R: Well, sponsorship is obviously a marketing term so you just try to gain a lot of attention to a the whole thing which is focusing on one country, nation watching the game, mainly men, so trying to get attention to make your product much worth. Yeah, so, if you have your jerseys just written something [like] Carlsberg or, I don’t know, ‘FlyEmirates’ makes. I really like the idea of Barcelona, which are supporting UNICEF rather than getting money, so I would wear a jersey from Barcelona because it’s not the idea of raising money for your own sake, it’s there for spreading UNICEF.

I: Wow, good stuff. So, in a sense, who did that agreement benefit? Erm, the UNICEF Barcelona…

R: Well, the benefit is not for either, well, actually, it’s not for Barcelona because they’re not getting money for it … so the starving people say, in Africa or Asia and so I would, I think that’s a much better idea than a name of a beer company.

I: Yeah, of course, so do you think that in sense did it improve Barcelona’s image in your mind?

R: Definitely, I think.

I: Wow, and it worked with their image or did it…?

R: I think in many cases, people think that players, let’s say Barcelona are getting a lot of money so, and generally speaking football players have a shit-load of money, so does the team itself or the club, so I think a lot of people don’t really appreciate it if you have a commercial logo on it, so I think, so I admire the idea of getting away from the image that we have so much money by doing something good, erm, yeah.

I: What was your interest in Barcelona before that? Would you have worn a shirt without UNICEF on it?

R: Probably not, no, I wouldn’t do that so…. I mean, there’s this idea of UNICEF you know, fifty percent of their administration costs goes to sponsoring advertising and so on so I don’t appreciate that, but the fact that a team actually wants to do something good it’s nice. So, I don’t support the idea that a lot of guys are raising money in the streets and they actually get money for it. It’s good thinking [you’re] supporting starving people or homeless people or whatever but, erm, so, but the idea of having a sponsor on the jerseys is really nice.

I: Brilliant. Good stuff. Erm, in terms of – not particularly in that arrangement – but does sponsorship work do you feel? I suppose in that regard it did because it was an unusual arrangement, but, in a general capacity where a company…

R: It works definitely.

I: Why does it work?

R: If we go away from the jerseys, always in the stadiums for 90 minutes you always have something with the camera going around and the day after you will see all the players with something on their jerseys, or, how you call it on the sides there?

I: Err, banners.

R: Yes, banners, you always see it, it works. But, it is like too much, it’s always changing and I think they have this idea that it doesn’t matter who’s watching it from all over the world they’re changing it because there are customers. If you watching it, maybe in England, you will see an insurance company from England rather than if they’re playing against Bayern Munich they have AXA which is a German insurance company and change it.

I: They [AXA] are actually the sponsor of Bayern Munich’s stadium aren’t they?

R: Yes. I think it’s too much.

I: So that’s a disadvantage then, so what are the advantages of having this, err, being exposed, the companies being exposed coming into people’s rooms through these sponsorships but, therefore, perhaps there is too much and therefore…

R: It’s overload.

I: Yeah, very good. Good stuff. So why do we have sponsorship, why is there sponsorship?

R: Because, erm, it’s a capitalism world and we have this idea in the world that we have to, yeah, get more stuff, always buying, buying and buying and if you want to work and everybody else has it then you are not really a hipster, you’re just buying and don’t drink the brand and there’s a competitor market then you will see then if you don’t do advertisement, if you don’t a broader, don’t get a higher profit. So, it’s the disadvantage of this side.

I: Why do football teams need sponsorship then?

R: In terms of raising money.

I: Yeah, just as simple as that.

R: And also there’s, for instance, there’s a second division team [in Germany] called St. Pauli of Hamburg and they have Jack Daniels. It’s a cool club and a lot of people like **Amstel(!?)**which is a local beer and they are trying to support a more, the more local companies...

I: St. Pauli?

R: Yeah. And Viva con Aqua which was set up by an old player [of the team] which is an NGO which is helping people in foreign countries get fresh water. Viva Con Aqua.

I: So have they become a sponsor?

R: Yeah, yeah, yeah.

I: OK. A main sponsor [like a] shirt sponsor?

R: Erm...

I: You say Jack Daniels are.

R: Jack Daniels is just, I think they had it before, I’ve just remembered but they have Viva Con Aqua now.

I: Oh, I see what you mean they’ve actually gone away from a massive international well-known brand, to one which is more, and one that more suits the club?

R: Yeah, exactly, that is what I wanted to say. They do obviously need the money to buy and transfer players to the team. But still, the whole thing of football is just raising an amount of money and getting better and better so the competition is high so you need more money so you need sponsors so it’s a Russian boss [reference to an increasing number of billionaire owners, particularly in England, the most famous of which is Chelsea FC’s owner Roman Abramovich].

I: Yes, if you don’t have a billionaire in charge. So, in your mind then, what sponsorship deals work better then? What grabs your attention more?

R: Well, obviously I prefer the benefit of other people rather than for a company, so in Germany… as you can see there are eighteen/nineteen clubs in the league and they all have sponsors of companies so it works really well for most of the people, but in my opinion I wouldn’t buy a Carlsberg because someone has it written on a t-shirt…

I: Yeah, OK.

R: So, they have a contract and if they have it on their jerseys they are going to serve it in the bars as well. So they’re gaining a lot of money and it’s not only from the jerseys but people are buying it. I wouldn’t do it personally. If I had the choice between, say three different beers, I wouldn’t be focusing on a beer because they had it on their jerseys.

I: Yeah, OK, it goes down to your personal choice.

R: Yes.

I: Would a sponsor’s involvement, say, as you were speaking about UNICEF, would that be enough for you to buy a football shirt? Because you were talking about Barcelona, would it work in a German sense as well?

R: I think so, yeah.

I: even though you’re from Berlin?

R: No, I’m from Hamburg.

I: Oh, sorry, so therefore St. Pauli is…, you would be more comfortable to wear a St. Pauli shirt and also you would improve… you’d be more comfortable wearing it with Viva …

R: Viva Con Aqua.

I: Viva Con Aqua instead of Jack Daniels for example?

R: Right.

I: OK, Brilliant. Good stuff. Erm, we’ve talked about sponsorship memories a lot of that has come out there. If a sponsor that you had a soft spot for, a company or even an NGO for example, it’d be strange for an NGO to do it, but, say a company somehow sponsored an event or a football team would that awake your interest to make you want to go to that event or to look into that football team just because of that sponsor that you like?

R: I know what you mean I think about, errm, it must be a really good brand that I want to support to make me go, but I do believe there are people doing that.

I: OK, wonderful, but it hasn’t happened to you for example? You could imagine that a company that you had a real strong…

R: Relationship to.

I: Yeah, a relationship to, good stuff mate.

R: I would probably go there, but I don’t know, I’m trying to think of an example that would be more efficient for you as well. Errm, for instance, if Mini, like Mini Cooper belongs to BMW right now were to support, because I really like this brand…

I: I saw you had a scarf with it.

R: Yeah, that’s right, I was working for BMW and they were to support St. Pauli – which they do…

I: BMW or Mini?

R: Mini - especially Mini – then I would go there, because they always have good ideas, like freaky new ideas and they are always doing something for their target groups. They are not going for all people and it’s always just fun so I would go to that.

I: Did you see what they did during the Olympics, Mini?

R: Yeah, it was the Spice Girls right? No, it was the taxi one…

I: Those two are brilliant examples as well, but they had mini Minis, that were radio controlled and they were used to collect the discusses and the shot-puts.

R: OK.

I: So they would be driven out by these people obviously wearing Mini clothes and they would drive these mini Minis out and pick up the discusses etc. … and then they drove them back to wear they need to go. … But, as you were saying it fits in with their quirky, interesting and, perhaps, groundbreaking ideas.

R: Yeah.

I: I don’t know what they did previously, as in, I assume a person did it before … but as part of the sponsorship agreement. Good stuff mate.

R: And it’s also part of your culture right from England?

I: Well, that’s true.

R: I think they’re trying to combine it.

I: They’ve done brilliantly with that because I don’t think many people know, or perhaps they do, that they are owned by BMW, but the Mini image is so strong from the past in Britain. There’s loads of Minis in Britain – the new ones of course – and I think that’s part of it. I think BMW have done that really well actually how they manage to incorporate, or retain the Britishness of the Mini despite it being made and produced in Germany by BMW.

R: They’re still producing it in England actually.

I: Oh, are they?

R: Yeah.

I: Do you know where?

R: In the southern part, I don’t know where exactly.

I: That’s good!

R: When they took it over engineers flew over every week from Munich to the southern part of…

I: Yeah, OK, then perhaps that’s why the brand is still so strong because they understood that connection and therefore…

R: So I would go to this event actually.

I: Wow. Brilliant. And the other way round, if a … would your interest in a sponsor grow because they sponsored a team or an event that you were a fan of?

R: Let’s say for Mini, because they are sponsoring a ….

I: Perhaps Mini is a bad example because you already have a strong affinity with them, so, let’s say, the other way round, can we say St. Pauli for example, if they were sponsored by a company, would that, just because they sponsored St. Pauli, would that make you interested and perhaps loyal to that company?

R: I know what you mean, erm, … could be, it’s likely probably, it would grab my attention if I was really interested in football and I was watching it every Friday, Saturday and Sunday then it’s eye-catching, if I was always looking at football, then, yeah, most probably. I would say, ‘OK, I will do some research on what they do, what it is that they do’. Depends on what they do right?

I: At least visit their website for example?

R: Yeah. I wouldn’t drink Jack Daniels more because they’re wearing it … I don’t know … it’s just… a car brand maybe and my focus would be on this one maybe, but I don’t think it would be to a full extent [grabbing] my attention.

I: No, OK.

R: it depends on what it is.

I: Yeah, OK, but there would at least provoke some interest perhaps initially and then you’d see what the company did and who knows where it would go from there?

R: Right.

I: But a sponsorship agreement with a company or a team or something like that, that you liked could develop a loyalty, or, at least an interest in visiting or finding out more about them.

R: For example, I think there’s one team – I think it’s Arsenal – that [are sponsored] by FlyEmirates. IS it Arsenal?

I: Yeah, yeah.

R: I would probably, I don’t know, they are really expensive so I wouldn’t go because I am a student, but they have a good reputation, a good image so I think they’ve been voted the best air company in the world or so, and actually, and I focused on that and I looked on the internet to see how much it is, because I want to fly Emirates one day.

I: Has that improved your relationship with Arsenal then for example?

R: Errm, no.

I: OK. But through their sponsorship and becoming aware of them you’ve… Did you know that Emirates were good or…?

R: No, I didn’t have any idea I’m just, I think because there was this French guy named Thierry Henry?

I: Yeah, yeah. He was playing ….

R: During the European Cup or World Cup I was watching and he was playing there so I looked [Arsenal] up and there were the sponsors there.

I: So, through your affinity with a player who happened to play for Arsenal, then you got into the sponsorship?

R: Yeah.

I: Wow, that’s incredible. I can understand about… even though I’m a Tottenham fan and Arsenal are our biggest rivals, I can still understand about Thierry Henry because he’s cool as hell.

…

R: Oh yeah, I just wanted to make one comment, we were talking about jerseys and how they write stuff and so on and it works really fine because Arsenal have the red jerseys I think and they have white letters so when you showed me the magazine [programmes] I can’t actually remember what they have on their jerseys,… so I think, also because of the colours of the teams, how they actually write to try and get the attention of customers and fans.

I: Yeah, that’s right; it’s come up in other interviews about the colours and connections that are made. I’m not going to, I haven’t got the scientific capacity to investigate that unfortunately, but, yeah, it’s something that could be certainly an area of investigation. Yeah, the colours and how we respond to that. I’ve heard that red teams are more successful that’s been scientifically proven, I don’t know why, but it’s something to do with that against the green [of the pitch] works in the mind.

R: Green is the colour of hope and red is the colour of danger, being dangerous.

I: … Yeah, red teams are more successful. Obviously you’ve got [Bayern] Munchen who play in red and Arsenal, Manchester United and Liverpool three hugely successful teams in England, all red. Unfortunately Tottenham play in white, that’s our excuse for being shit. No, we’re not shit…

R: Does it help what I’m telling you?

I: Yeah mate, of course, just answer the questions. It’s all good. It’s all good. Errm, where are we at now? We’re here. Right, there’s a concept called ambush marketing which means where a company…

R: Ambush?

I: Yeah, ambush, ambush marketing where a company who aren’t a sponsor will try and ride on the effects of a sponsor of an event OK? So, for example, in the European Championships [in 2012] Adidas were one of the official partners of the EURO 2012, advertisements round the pitch, they make the football of course and this and that. What is your moral stand if, say Nike – this didn’t happen, it’s just an example – but, if Nike set up a gamezone outside, away from the stadium but still in the area of some of the matches….

R: You’re talking about the fanzones right?

I: Yeah, for example. Yeah, if they created a Nike Fanzone, despite not being a sponsor and, in a sense, not having anything to do with the tournament, what is your feelings in a moral sense of how, is it a practice that is fair enough in a way just because Nike is trying to get more money or how do you feel about that?

R: First of all I would actually ask myself how much did they pay to try and get inside this type of event. I know there are competitors like Adidas, Puma and other brands that are paying a lot of money to get into the World Cup and so on, so I would say ‘why are they investing it?’ of course the reputation of Adidas would be much better, but to get back to your question it wouldn’t bother me so much because I think we’re getting more and more used to it. Wherever we go and wherever we look there are brands I don’t think I would think this as a bad idea or whatever so I was saying ‘OK, just take it’ …. My moral stand I would probably say, ‘yeah, OK, so you’re just trying to brainwash people’ but it wouldn’t affect me personally, in my opinion it’s bad. It’s a team, it’s World Cup, nations are coming together and the Western world can afford Adidas and Nike but maybe [people from other countries in poorer regions] can’t so if private companies are coming on the market and so on. Even with the footballs, the kids are playing with bladders and whatever, erm, on the other hand a German kid wants to have a Predator Adidas [football boot] so the moral side I would be probably disappointed, but right now, I would probably wouldn’t bother me at all.

I: Yeah, OK, it’s just one of those things that happens now, because it just happens. OK. Good stuff mate. Errm, I think we have mentioned it in a way, but I’d like to go back on it. Can a sponsor and a company they sponsor, or, in this sense the team that they sponsor, can they improve their image through their partnership?

R: To the company?

I: Yeah, or both in a sense, like if… or separately. … We were talking about Barcelona and they improved their image doing that [with UNICEF] but is that a general thing, if a sponsor comes in and they come in and sponsor Manchester United, or, in a German sense, say Bayern Munich because they are one of the most successful teams over there, does that naturally improve their image just because of the connection with that successful team?

R: It depends on the sponsor. I don’t know if they are allowed to have, like, all brands on the jerseys in England because they have had problems with hooligans, but of course they can because a lot of people have brand loyalty and it [would] help it a lot and, I don’t know in general, but in my opinion it can help a lot.

I: Wow, good stuff mate. So just though a company’s connection with a successful team then they can, their stock rises just because of a connection with a successful team. Do you think it works, does it have to be a successful team do you think or…?

R: Yeah.

I: Yeah, OK.

R: Because a lot of people are watching it, and if the team is successful then, such as Bavarian [Bayern] Munich speaking of a team in Germany, and they are winning all the time the Champions Cup, and the League Cup so they say ‘oh, they’re good, so the sponsor must be good as well’. So I think there’s, that’s what I think as well.

I: Wow, good stuff mate. Brilliant. Errm, the other way round? Yeah, we talked about that with the Barcelona thing; it did improve their image with their sponsorship, or their unusual sponsorship with UNICEF. … Can it, brilliant point about the hooligans by the way, can a fan’s, or even a team player’s actions, for example Luis Suarez got [done] for committing, racially abusing Patrice Evra last season, do you think, can the actions of a player affect a sponsor?

R: Definitely. I think all the behaviour like being rude to the fans, like pointing the middle finger to the fans would affect the sponsor as well, because also like a lot of speech between the boss and management, the management of the club talk a lot about this and so on, because they are the customers, so if you don’t behave like, customer-orientated then you have a problem. And I think because, it’s like a chain, the sponsor gives the money to the team and the team profit because of the sponsor and it’s part of the service if you don’t do it, behaving in the right way, then you don’t get a sponsor, you don’t get your money.

I: Good stuff mate. Excellent. Erm, do you think there needs to be a definite link between sponsors, we’ve talked about this, we mentioned beer, or Jack Daniels for example, do you think that sponsorship works better for example because there’s more of a natural link, as in beer and football, or, nowadays, is pretty much anything, can anything work in sponsorship?

R: I think there were groceries, or you a brand such as a car let’s say General Motors, you just buy it once every five or six years so you can’t really see they’re raising their model so … I would say if you were having just a daily common product, a brand that you use every time so you can see it will work. It depends on the strategy of the company, if they want brand loyalty for a longer time or they just want to sell the product like yoghurt or whatever then definitely go for that.

I: Wonderful mate, so the product that are traditionally bought more often then, does it matter that you wouldn’t consume yoghurt during a football match, some people might of course, but do you think there would be more benefit to the beer companies than the yoghurt companies because it’s a product that we consume more regularly than, say, a car, through their connection with football do you think that would work better because the products are consumed more regularly?

R: Yes, I think beer, in a sense, but in terms of other… no, let’s stick with beer, I think the correlation between beer and football and you just enjoy it, because usually you’re enjoying a beer when you’re watching a football game… So, I think the link is there so you have a bigger demand.

I: Yeah, OK. So therefore, if the link is stronger with football then…?

R: You know when people see Carlsberg on the jersey of the player so immediately your brain says ‘OK, I have to buy a beer right now, because I’m thirsty’, so it doesn’t matter if you have salty popcorn or have a sausage you think ‘OK, this guy plays really good football, maybe he drinks Carlsberg back home’, but you don’t want to think because he is a sportsman… so I think a lot of people sitting in the stadium they’re saying ‘OK, there’s Carlsberg on it, I’m going to buy it’, because he’s wearing it in order to support [the team], and maybe, which I don’t think, but they could think ‘if I buy a Carlsberg then my team gets more money and even though I’ve paid a lot of money for the ticket I’m going for Carlsberg because I will support the team’.

I: That’s right, yeah, yeah. Talking about Carlsberg actually, an interesting thing, erm, they, I found out that they are the official beer supplier of both Tottenham and Arsenal - there are obviously our big rivals – but, not only that in a bigger pictures I think they supply other teams within the Premiership as well. Not all of them, but some of them as well. But what sort of effect does that have on Carlsberg that they supply the beer to both Tottenham and Arsenal – big rivals – what do you think?

R: They have both, both on their jerseys?

I: No, no they’re just beer suppliers.

R: It doesn’t matter.

I: Wow. Why’s that?

R: Because, erm, I guess that you were saying that they were rivals, but for the common good … and, I think, erm … OK, I don’t think it’s a status symbol so you don’t have to drink it in terms of daily products they don’t care so much…

I: OK.

R: If you put it on the jerseys then they could get offended, but if you just buy it the natural way of consuming something they don’t care so much.

I: Excellent, excellent. Brilliant mate. Good stuff. … The next thing is international sponsors right? In the sense of the German national team, or even the Dutch national team as you have a soft spot for both of them, if two companies came in, one domestic, one international they came in and had the same package, exactly the same package who would you prefer to see sponsoring the German national side?

R: So, you’re talking about a company that sponsors the national team?

I: Yeah, they’re both going to come in and sponsor but they, you know, we’re the German FA [Football Association] and we’re given two offers one’s international, one’s domestic, OK?

R: yeah, OK, I see.

I: Yeah, it’s nothing to do with racism or anything; I just want to see in your general concept of how that sponsor would reflect the image of Germany for example.

R: First of all I think you’d have to have a national sponsor, not the international one a domestic one. So, because, erm, you support your team and you have to have, erm, you’re always thinking first of your country and then you are looking further. To have an international one so you are not supporting your team anymore, I mean, they’re ‘our team’ so you’re always looking back into your country so it wouldn’t work, so it’s really hard to make a distinction between companies or brands and where they’re from nowadays with the globalised world, but still, if you have a main player in terms of companies such as Adidas which is German, erm, everyone, let’s say ninety-nine per cent of the people know they’re German so they would definitely go for Adidas rather like Mercedes or BMW or whatever. So we wouldn’t go for, let’s say, an English company because when Germany plays England they wouldn’t go for it and they wouldn’t support they so in my opinion you should definitely go for the domestic company rather than an international one, especially maybe, when we’re playing against Holland you wouldn’t go for a sponsor such as Shell – the Royal Dutch Oil Company, because it doesn’t make any sense.

I: Yeah, OK because it would almost strengthen the Dutch’s position even because, yeah, brilliant.

R: So you would always, but on the other hand, if you had, I’m not sure, but I think they have this kind of policy that national teams they don’t have any companies on their jerseys right?

I: Yeah, that’s true… obviously official partners sometimes, or that’s what they would be described as.

R: So that would also maybe, we were talking earlier about how it would reflect a team, a sponsor, how good the team is… How would it be, if German loses all the time? It would be the same, like the quality of the German car for instance doesn’t change because it was improving all the time, Germany are good right now, but we were bad in the beginning of the 2000s, I don’t know, 1999 was really bad…

I: In terms of football?

R: Yeah, football, say if Germany wasn’t good then it would reflect on Mercedes as a sponsor but everyone knows the cars are good so maybe they’d be confused as a German speaking I would definitely support a domestic sponsor.

I: Wonderful. Good stuff mate. Just a couple of questions regarding the programmes … It’ll just be a recall really, there’s nothing to be… These are all High Street, these are all banks in England … right, one of these is the sponsor of The Premiership, the main sponsor of The Premiership they have their name involved in… and it was quite prominent in the programmes as well. Can you remember any of those, or can you think… do you know which one it was at all?

R: Well, I’m a bit hazy but I think it’s HSBC.

I: OK, why’s that?

R: I think it’s just I maybe remember one of these banners somewhere, but it could be Barclays as well so I think it’s Hong Kong Bank …

I: Corporation, yeah.

R: Corporation. Erm or Bank of Scotland is also really nice and I would probably prefer to have… but I would say HSBC but I don’t know why.

I: Yeah, OK.

R: It sticks in my mind. I mean, they’re always having advertisements it doesn’t matter where you go they’re very famous, Barclays as well, but, let’s think the previous one, or in the last couple of years?

I: Now, and in the last couple of years to be honest as well, yeah.

R: … I’ve been out of the country previously so it’s really hard to say but I would say HSBC, I can’t really say why.

I: That’s cool. I think, it was actually Barclays to be honest, but [person’s name from another interview] she made a point, she remembers them because every time she goes into an airport they’re just there.

R: Who Barclays?

I: HSBC.

R: Yeah, that’s true.

I: So that might be as a result of that as well, they’ve got a memory as a sponsor, or an advertiser so it just comes to your head. Here we go, this is interesting because you actually made a reference to this before, now, one of these is the shirt sponsor, as in the one that is on the shirt of Tottenham alright? Not the shirt maker, not anything else it actually appears here [signaling on chest where sponsor would be].

R: This one here.

I: And that is can you say it out loud?

R: Autonomy.

I: Yeah, wonderful mate.

R: Because you showed me the magazine [programme] and it’s on the little corner.

I: Wow, man that’s brilliant. You’re actually one of the only ones that has noticed that.

R: The ad right?

I: Yes, that’s right. It’s amazing because people will actually look, I’ve seen people actually looking at this advert and say ‘oh yeah, that’s pretty good’ and then just going on and then I ask them at the end and they have, they make no reference to it and the interesting thing is with this company is a) they’ve got a number of different names, but this symbol works as a scan-code. If you download the app you can either get coverage to do with the company or if you scan particular ones [in the programme for example] then you can unlock exclusive content about this. So, I suppose it’s a development of a new idea of sponsorship as well in terms of that. But that was that so thank you so much!

R: Pleasure, pleasure!

Interview 18 Male. 28. Denmark.

R: [Looking at the programmes] So, is this for a whole season?

I: No, this is just for one match. I know it’s incredible isn’t it. I don’t know a recent match this one; QPR [Queen’s Park Rangers].

R: How’s it going for Tottenham?

I: Yeah, it’s going alright actually. We beat Manchester United recently for the first time since 1989 up at Old Trafford [Manchester United’s home stadium] so that was lovely. But, yeah, early days, we’ve got a new manager. I’ve been supporting them since 1987 so I’m not as we say in England ‘I’m not counting any chickens before they hatch!’ So, until that final whistle is blown on the final game then you can ask me then!

R: Yeah!

…

I: … Right, so there we go we’ll get on with it. Erm, just got to put them away [the programmes] so you can’t cheat (!). What is your general interest in sport, football but sport [generally]?

R: I’m watching some games.

I: Every week or…?

R: Not weekly, no, but I have favourite teams in different leagues.

I: And who are they?

R: In Spain – that’s my favourite league – I’m a fan of Real Madrid.

I: Fair enough.

R: And in England I have Arsenal, ha! Ha! [Tottenham’s main rivals]

I: OK (!)

R: Yeah, that’s…

I: I can understand that though, they do play good football to be honest.

R: Yeah. But those are the teams where I have to see, you know, how the game went.

I: Brilliant, brilliant.

R: And then I’m generally interested in football, you know, if there’s a good game that’s playing like Tottenham – Manchester [United] that’s a good game and then I’m watching it.

I: Yeah, OK, the traditional, I don’t know, the sort of ‘mini-classics’ because there are often perhaps three times a month considering all the teams.

R: If I get a chance to see some of the interesting matches then I try and do that, but I’m not that dependent on it that I have to be at home to see specific games, but say there is an ‘El Classico’ between Barcelona and Real Madrid and I’m at home then I watch it of course, or a British game, or an Italian then it’s interesting and of course I’m following the Champion’s League.

I: In terms of following the Champion’s League, would that be every week or do you keep an eye on the scores and just watch the bigger matches or…?

R: Yeah, then, I see most of the games that Real Madrid play but I’m following all the scores.

I: OK, good stuff. When you see the matches is it predominantly on your own or with mates or…?

R: That’s a special activity where we get together and, yeah, drink beers. It’s a social event for me. I’m interested in football on a social level, I think it’s really interesting because it brings people together and it’s fun to watch a game. I lived in Austria in 2008 where the European Championship was held and that was awesome to see because the whole football culture is different from watching it on a TV compared to seeing it live…

I: You went to stadiums to watch the matches?

R: Yeah, I was seeing the quarter final, yeah the quarter final so that was interesting.

I: Yeah, of course, so you’ll go for the, you’ll search out the atmosphere the social side of it?

R: Yeah.

I: Good stuff mate, that’s fantastic. Erm, what about –going away from sport now – when you’re watching a film on television or a TV show if you still watch television which nowadays is getting less and less I suppose(!). When adverts come on, commercials come on, how do you react to those?

R: Erm, it depends, if it’s a normal day let’s say there’s a TV show on a Wednesday evening then the commercials are often mixed, meaning it’s for everyone…

I: That’s right.

R: … but if you’re looking at a Champion’s League game then there’s half-time the commercials are targeted towards me because I am a person who is interested in football, and, often I zap away from it on an everyday basis but if it’s a more specific commercial that I am interested in then it’s OK.

I: Wonderful. So, with your knowledge as it is you sort of understand what adverts will be coming on so therefore you can, that will dictate your [behaviour towards them]?

R: Yeah.

I: So, on the usual Wednesday night TV show type thing what would you do then?

R: Go to the toilet or, erm, go find a drink…

I: As a break?

R: As a break…

I: From commercials!

R: Yeah! Switch to another channel to see what’s going on, checking my emails, checking my phone. The results from other games, if it’s sports!

I: Yeah, it’s weird, I have that as well. Like a Saturday in a way, I hate the international matches [that are played during the season, resulting in a break from the league games] because I can’t get my fix of watching all the results coming in. It’s like a, I’ve tried to, sometimes I try to take myself away from, say, if I’m out with my kids as soon as we get back I’ll put them in front of the TV and start looking over the stats. It’s something that I have to do; it’s like my own soap opera.

R: And actually when I did my Master’s thesis I was dealing with social media and actually I found an article where people are becoming multi-screen watchers they have their TV, and then they have their tablet or computer or PC or phone or something because when there are commercials they can actually check what’s going on on Facebook or things like that.

I: Exactly! When you read that were you surprised or…?

R: NO, because it was actually how I do it myself, how we do it ourselves at home, me and my girlfriend. Normally when we’re watching TV we have the TV, of course, turned on and then we have either - we have an I Pad – either that turned on or the laptop…

I: Yeah, one each.

R: Yeah, my girlfriend is often, especially girls I think they can multi-task much better than men …

I: But we’re getting better at it!

R: Yeah, and they can actually sit checking Facebook and shop and at the same time…

I: And watch TV!

R: Yeah! I’m focused on just …!

I: Yeah, it’s quite an amazing thing because when my ex-wife was at home once there was actually something interesting on the TV so I actually closed the laptop [lid] and she went ‘what you doing?! What’s wrong?!’ ‘Don’t worry, I’ve left it on, I can quickly check it! I want to watch this!’

R: Yeah!

I: Brilliant, good stuff. Erm, OK, how would you describe, because as I just said it’s about sponsorship, how would you define sponsorship? Can you just come out with [something] off the top of your head?

R: Erm … Normally when I think about it, what I recognise, if I, most of the games that I see is on the TV perspective, meaning the sponsorship that I recognise, that I’m familiar with is the ones on the shirts but actually there are a lot more sponsors that I wouldn’t see, of course I see the sides of the stadium, there’s a lot of sponsors there, but actually there are a lot of sponsors that I didn’t know, that I am not familiar with because they sponsor a small part of the club.

I: Yeah, why is that? In your mind does it work from the shirt down, so to speak?

R: Yeah. The shirts, I think, if you ask other people ‘OK, so who is sponsoring Barcelona?’ ‘That’s UNICEF, or they are sponsoring Barcelona’…

I: Yeah, that’s true.

R: …but if you ask them [about] Liverpool then ‘OK, that’s Carlsberg’ so, it’s beginning with the shirt and then down.

I: That’s brilliant, but why is there so much, particularly in football, why is there so much sponsorship then?

R: I think that’s because, erm, it has become a part of the team, it’s not a level you put on top of the football club anymore it’s a part of the football team especially that all of the rich guys have bought clubs, especially in England, they bring their own sponsors. If you look at cycling, pro-cycling then the team names are named essentially after the sponsors and that’s a future I can, you see in American football as well they are more closely linked to their sponsors than the European football leagues and I think that’s a tendency that it’s getting even more and more that the sponsor has ownership of the activities.

I: Yeah, more and more sort of thing that’s right. I mean in the Austrian example you have Red Bull Salzburg, is that right?

R: Yeah.

I: And obviously they own Red Bull New York.

R: Red Bull is a good example because you can see it in the Formula One and that’s really obvious as well.

I: And obviously they had the space jump as well.

R: Yeah.

I: That’s what happened this week and that’s what people are talking about, the new direction of sponsorship. So you’re just saying that as a result of how football is nowadays sponsorship is, or *has* to be an integral part of it then?

R: It becomes a more and more integrated part into the football clubs as I see it.

I: Yeah OK, just because they become bigger so therefore they need…?

R: Yeah, I recognised it when I was at the European Championship that Carlsberg was the official drinks distributor to the European Championship and it was everywhere basically.

I: Was that the time you were in Austria?

R: Yeah. The Fanzones, everything was, there was Carlsberg everywhere all the drinks you could buy at the stadiums were Carlsberg and all the, and if course it was closely connected to the drinks that they distributed it in the country, meaning that you could buy Carlsberg, Coke, Fanta, Sprite so that was all the official drinks that I could see everywhere.

I: Wow, and that was in 2008?

R: Yeah.

I: So it’s just something that…. Football exists and if football is to exist then sponsorship has to be with it?

R: Definitely.

I: Brilliant mate. Erm, in a sense you could argue that that is a benefit that it gives us all of these sporting events, but what are the disadvantages?

R: The disadvantages is that the sponsors get more and more influence on the managing of the club because, I’m a fan if the way that they do in the U.S. about having a certain amount of money that each club, that each club can spend on players where in the European football leagues if you have money to buy a good team then you can actually spend as much money as you want. Erm, and that’s… In Spain it’s become so Ok, we have Barcelona and Real Madrid and all the crappy teams. It’s a little bit the same in England where we have Arsenal, Manchester United and then we have the others.

I: Yeah, That’s right.

R: In the way of the sport, the game, the league then I think that that’s a disadvantage.

I: Fantastic. So it sort of creates these leagues within leagues just based on money?

R: Yeah.

I: I don’t think it’s any coincidence that, despite rich owners, are often or have been very involved in the Champion’s League of course.

R: Yeah, definitely.

I: That creates that as well. Yeah, we’ve covered that, you sort of mentioned of course with Liverpool and Carlsberg and obviously Carlsberg at the EURO 2008 have you got any other specific memories of sponsorship deals that, not necessarily in football but stick out in your mind? Or even famous sponsors that sponsored football teams at all?

R: It’s not, yeah, you can say that England Barclays, it’s the Barclays League is a sponsor of but the ones I remember are often those that do something extra. I mean like Red Bull because everyone can basically remember them now and it has been compared to, they have got a lot of TV time all over the world.

I: Yeah, that’s brilliant, so again…

R: UNICEF is another example with Barcelona they are sponsored by them.

I: Yeah, that’s come up in pretty much every interview I’ve done actually it’s something that’s obviously stuck with people because it’s something that is so unusual.

R: Then I think it was Umbro that was sponsoring Man[chester] United wasn’t it?

I: Well, they always use to make their kits and then, but then Nike [did] but Nike own Umbro so it’s sort of, it’s a bit like, actually the England football team are changing over to Nike next season and, erm, in a sense, it doesn’t do anything because for years we’ve been made by Umbro which are still essentially the [same] company so it’s one of those things that essentially, but it’s, as you say the shirt makers like Hummel and things like that have been quite memorable in the past haven’t they?

R: Yeah definitely. Especially in Denmark because it’s a Danish company and I think if you ask a Danish person they can come up with who is sponsoring or producing the kits now. But if you ask them ‘who has been the distributor of the kits earlier?’ yeah, then [they would say] ‘Of course Hummel’.

I: You can still easily get those kits as well and they aren’t necessarily from ’92 [the year the Danish football team won the European Championship] but Hummel are… you could probably go and pick one up in Salling now…

R: Yeah.

I: There’s still a very strong link there. Erm, would a sponsor, say a company that you really liked or had a soft-spot for, for example if they sponsored an event or even a football team would your, could you imagine your allegiance, or could you imagine going to that event because you like the sponsor? Would the strength of the sponsor in your mind attract you to an event or a football team?

R: No, I don’t think so because, let’s say Carlsberg were sponsoring Real Madrid, I wouldn’t go to a Carlsberg event here in Aalborg just because of that but I would probably, I would probably recognise it when I was out buying beers or something…

I: Yes, OK.

R: Because they have, when Carlsberg are sponsoring something then they are sponsoring it on all levels meaning that, of course there’s a big ad on the shirt but if you go in a store to buy some beers there’s also the packaging, it’s in a Real Madrid theme, that’s why I was thinking ‘OK we need to buy these Real Madrid beers’ even though there’s normal beers on the other side.

I: Yeah, that’s right, exactly the same beers.

R: Yeah.

I: And that would, you could, you would readily admit that would alter your…

R: Yeah, but it wouldn’t be intentional that I do it, it would just be ‘OK, let’s do it’. And case like that is Heineken what they have done to Champion’s League drinking, because I have, every year I have some friends and we meet to see the final of the Champion’s League and we’re not buying Carlsberg, we’re not buying Newcastle beer because it’s a part of the evening, the social event.

I: Can you remember how long that’s been going on? I know it’s quite an abstract question in a way, but has it been in the last few years that it’s been on?

R: It’s over the last few years.

I: Buying Heineken for the final sort of thing?

R: Yeah.

I: Wow.

R: It’s part of the package and especially because they’re branding themselves to feelings, you know, there’s a commercial where some guys see a room full of Heineken and some girls seeing a walk-in closet and you know that feeling that men got, OK that’s a feeling we share and that’s really important and that’s a commercial I can really remember connected to the whole Champion’s League evening thing and I think that’s, it’s not intentional, it’s not something they can measure directly it’s something that is going on in our brains we know we are connected to that brand.

I: That’s very good. Yeah, during EURO 2012 there was those 2litre cans[of Carlsberg] and they had the whole schedule on it as well and we got one at first but every match that was always how we started; ‘yeah, we’ll get two of those, four of those and probably some others to top it up’ but it always started with that. It’s an amazing thing.

R: Yeah.

I: And part of it is sort of like, ‘we’re strong enough to withstand the onslaught of big brands’ but most of the time we were there we go! It’s almost quite nice to give in in a way isn’t it?

R: Yeah.

I: For some reason. Brilliant mate, good stuff. I suppose we have covered it as well, so because in that sense, yeah, the loyalty has just been created in your mind and through that event, that social event that you do as a tradition with your mates the you build that.

R: Yeah.

I: What about Heineken generally though? How much do you drink of that normally? I’m not saying anything about your personal habits, but I’m just saying…

R: I think it has become a beer, of course I drink it for the Champion’s League nights, the final night, but because of that I think I intentionally buy that when I buy beer because ‘Oh yeah, that’s beer’, if I’m going out and they have Heineken then I, essentially I think I and buy that.

I: Wow, so it’s gone deeper, so it’s not even essentially now, so it’s gone one step back in a sense because you’ve got that in your mind, the emotional side, the social side of it but that extends that to a Friday night as well because you’re trying to recreate that…?

R: Yeah, precisely.

I: Brilliant. Good stuff. That’s great! Well, we’re all a bit… but it’s just wonderful to have it on tape so to speak. We’re all, we’ve all done it so to speak but it’s brilliant. Erm, OK, I’m sure you know about this, in terms of ambush marketing, erm, when there’s obviously so much money being spent by official partners, I always use the example of Adidas. Adidas were one of the official partners of EURO 2012 and, not that it’s happened, but for example, if Nike set-up a little Fanzone outside the stadium just to ride on the effects of Adidas what are your feelings about that? Is it an ethical practice and unethical practice or…?

R: A good example of that is actually the Olympics in London because Adidas was the official sponsor of the British team, shirts the whole kit and Nike used that to their benefit because they were saying ‘Adidas is sponsoring all the fans and stuff and we’re sponsoring all the poor kids in Africa’. They made a commercial out of that and I can see it from, especially producers like Nike and Adidas they have been accused for using child labour and stuff like that so it will… that they [Adidas] sponsor, say the European Championship of course they will get some good, they will get some good publicity but they will also bring up all this discussion about… If I go to the Fanzone I can see, ‘OK, this is sponsored by Adidas, OK that’s cool because I have some shirts and stuff like that from Adidas but, ah, wasn’t that Adidas who was in that child labour case’ sort of thing, even though it might not be them but let’s say it was not them but Puma or Nike but I was thinking ‘wasn’t it?’

I: Yeah, so as a result Nike have actually improved their image despite not having anything to do with the tournament itself?

R: Yeah.

I: That’s incredible, and, yeah, in that sense it could make you think that they’re saying that ‘we’re helping kids in Africa, but wait a minute, so Adidas aren’t?’

R: Yeah, precisely.

I: That’s very good, good stuff. So, in that sense is it something that just happens nowadays? Is it a fair enough, sort of process or…?

R: Yeah, I think …

I: It’s difficult to say in a way, I mean it’s, it happens and there we go.

R: Yeah.

I: And why do you think it happens?

R: … I think because its, the companies can’t get rid of that bad publicity because people will always will have it in their minds that they have been accused for, let’s say, child labour … and I think it’s something that is just in our minds that comes up when we see they are sponsoring big events like the European Championship or the Olympics or stuff like that.

I: Yeah, so in that sense Nike are just making the most of an opportunity perhaps?

R: Yeah.

I: Brilliant, brilliant. Good stuff. So we’re almost, we’re getting through it now. I think again I think we’ve mentioned it but I’d like to recap it again can a sponsor or even the team that they are sponsoring improve their image through the partnership do you think?

R: Erm, yeah, I think they do.

I: Can you think of any examples, or why, or why that would happen or…?

R: Especially in pro-cycling there is the case of Lance Armstrong now where he was sponsored by Nike and Nike actually have withdrawn their complete sponsorship. They don’t want to have anything to do with him now, and they have branded themselves through the sports stars but even, the other way round as well; you can see Michael Jordan, he was a part of Nike and Nike was a part of Michael Jordan. I think it’s important for both parties that they make those deals with each other.

I: Yes, and therefore in the sense of Nike it took a week to decide this, because at first they said they were going to stand by him didn’t they- Lance Armstrong? It might seem like an obvious answer, but why have Nike done that then?

R: I think they had to react because now, in the beginning they was OK he might have done it and he might [have not done it] and I think they have to show the world ‘OK, we’re not a fan of using drugs or enhancing your…’

I: Yeah, good stuff, so in a sense Nike have, in your mind from [last] Monday to now, how is Nike in your mind now?

R: I think it’s good that they have taken a stand instead of just saying ‘yeah, we don’t care, and we have paid, we have sponsored you with all the clothes’, but now they have taken a stand and said ‘this is definitely not OK’.

I: How do they appear now then as a result of …?

R: I think in the long-run they will, it depends on how the scandal goes, but in the long-run they will stand stronger and also they can make a marketing stand out of it in commercials based not directly on that case but [say] ‘we do not…erm… we do not… sponsor people… They can make kid’s commercials saying ‘to be better, just run more’ sort of thing.

I: Yeah, brilliant in that way ‘just use our products to do it!’

R: Yeah exactly.

I: Fantastic. Excellent. And what about, we talked a bit about it with beer and football, going back to football particularly do you think that nowadays does it matter that there is not a direct link with the product and the football team? An obvious example is beer and football of course because of the social side of it of course, but does it matter now, or should there be a definite link?

R: As long as there is, as long as overall strategy is the same I mean not the strategy but the message that the football club want to send. If the football club want to say ‘OK, we are a … we are a team that wants, we have this team spirit’ then it’s good that the company that support it, it doesn’t matter if it’s an entrepreneur or a mall or if it’s a beer company, as long as they send the same signal, because then there is a coherence between the messages that they send.

I: So the link, despite the products being very different and not naturally have a link through their partnership and their strategies then the link is created?

R: Yeah precisely.

I: Good stuff. Erm …

R: Because it would never be Victoria Secret who are sponsoring Manchester United, it’s something that relates to the club itself…

I: Yeah, that’s true.

R: If they can create…

I: A link sort of thing then that’s… Victoria Secrets would be a difficult link to create but welcome perhaps!

R: Yeah!

I: You mentioned it earlier on in a sense. Sponsorship starts from the shirt down and being that you’re an Arsenal fan this is quite intriguing but I found out that, er, Carlsberg actually are official beer supplier of both Tottenham and Arsenal. I think this is part of a broader deal with the Premiership but they don’t provide the same beer in all the stadiums, for example Chelsea are, I can’t remember but they have a Thai beer as their official supplier so it’s not all of them but in this instance it is Tottenham and Arsenal. I mean, what are the risks for Carlsberg? Are there any risks if you provide the drinks for two rivals?

R: I don’t how it is in England but in the European Championship it was, you couldn’t buy beer during the game meaning that [the bar] is only open during halftime erm, I don’t know if… I don’t think… I wouldn’t care if… If I was a Tottenham fan then I wouldn’t care if I was buying a Carlsberg at the stadium and Arsenal are sponsored by Carlsberg. I wouldn’t care about that.

I: And why is that? Why wouldn’t you care in that sense?

R: Because I think people can see, in some way, see through it but in another sense it would be something different if Arsenal were sponsored by Red Bull and they were selling Red Bull at the stadium then I would say ‘Oh, I don’t want [it]’ because there is a closer link between Red Bull and say their Formula One team compared if you go to football because it’s still a little bit more separated but it still has something recognisable.

I: Yes, because Carlsberg is so associated with football generally then that’s …?

R: That’s OK.

I: Yeah, OK, you’re not going to, as you said you not going to boycott the beer, because the urge to have a beer at a match is stronger than your…?

R: Yeah, precisely.

I: Excellent mate. Good stuff. Erm … We’re almost there now. Right, talking about domestic and international sponsors now and we’re talking about the Danish national team. If a Danish company came in and an international company came in with exactly the same package – of course this is hypothetical – who would you prefer to be the sponsor of the Danish team? And why?

R: Right now it’s Danske Bank who are sponsoring and I think it’s important that it’s a Danish company when it comes to the national team.

I: OK, and why’s that?

R: Because it’s … erm, it’s a tradition that it lies within, yeah, the genes of the Danish people, and people in general think that of course the Danish national team is sponsored by a Danish company. It would be weird say, if we met, let’s say England in a football tournament and the sponsor was a British company. That would be weird and I don’t think the organisation’s DBU would allow that because of course if we met another, in a way for them it’s a way to sell, they can tell the companies ‘OK, if you’re sponsoring the Danish national team then you are exposed in these games, against these countries’ it would be an opportunity for this company to be exposed internationally.

I: Yeah, brilliant mate, good stuff, yeah, I can certainly understand that. Erm great, that was it but just a couple of things in regards to the programmes I think you’re going to past the test but let’s see… Let’s start off with this one … these are all high street banks [in England] and one of these – I think you know – sponsors the Premiership [top football league in Britain], do you know which one it is?

R: Yeah, it’s Barclays.

I: Yes, brilliant, good stuff. Now, this is quite prominent in the programme, one of these is the shirt sponsor of Tottenham do you know?

R: That’s Puma.

I: Good try, that was the shirt maker last season.

R: OK!

I: Do you know who the shirt sponsor is this season?

R: No, I don’t know.

I: That’s good, it’s Autonomy so they’re an HP company actually and, erm, this is an extension or development of sponsorship nowadays … this is a scan-code [the Autonomy logo], this works as a scan-code. So you download the app either to your IPhone or Android to the point where, for example, you’re getting extra match content for this match particularly and I noticed there was one in this one from last season as well, and there’s a breakdown of it there as well. I think it’s a very, very clever idea but it’s strange how not many people have got it and they go under different names: this is Autonomy this is our, but they have Aurasma on here and Investec is our cup shirt sponsor so I don’t know if that’s creating more confusion or not. Have you heard of Under Armour at all?

R: No.

I: They’re a massive American company I heard I was talking to [American friend’s name] and it was something that it’s big in lacrosse and other Americans have told me it’s quite, it’s actually referred to as Under Amour, do you don’t call it like, thermo clothing or whatever the trainers say ‘you’ve got to go and buy some Under Armour’ so why do you think Tottenham have created this partnership? Obviously you could say ‘yeah, it’s about the money,’ but what would be the benefit for Tottenham to having an American…?

R: That’s because erm, the football clubs today need to do the international brands as well, erm, yeah Real Madrid was in the U.S. and I think it’s a requirement from the sponsors that, because, especially in football in Europe the British or the style, the league is much better in Europe than it is in the U.S. compared to China that’s why the big players like Ronaldo [Real Madrid star player], Messi [Barcelona star player] and a lot of those players are big icons in those countries so it’s a good way to be exposed in other places, because this might not, of course they’re interested in the money now, but they also might be interested in other American countries later on, and if their [Under Armour’s] competitor sees them sponsoring a British football club [they could/would] say ‘well, shouldn’t we do that next season?’

I: And it goes on from there.

R: I think it’s about international exposure.

I: Excellent, that’s my theory as well, but it’s good to have it [said by an interviewee]. That’s fantastic…

Interview 19 Female. 24. Austria

R: I have no idea what it’s going to be about so...

I: It’s very exciting.

…

R: [looking through the programme] Oh my God that’s cute … ha ha! Of course you have the women in …

I: Well, that’s fair enough. You’ve got to attract a larger audience now. Lovely.

…

R: OK.

I: Cool. I’ll put them away so you can’t cheat! Good. Right. Right, OK, what’s your interest in sports or football generally?

R: No interest.

I: No interest?! Wow! Shall we go?! I mean have you ever seen a football match?

R: Yeah, of course I have.

I: How would you normally watch a football match?

R: Errm … it depends, like, with other friends, like either on television or we’d go to a match, like a live match, but just with friends.

I: In terms of a live match going to a stadium or…?

R: Yeah.

I: OK. I love that, no interest but you’d go to a stadium!

R: No, but it depends, if I’m going with friends then it’s like you either watch it together on television or go to the stadium.

I: OK, brilliant, but what sort of matches would they be?

R: Like, errm, not known, not international but just the national teams.

I: Like Austrian club teams then?

R: Yeah.

I: What sort of…?

R: Sturm Graz!

I: Yeah, yeah. The Arnold Schwarzenegger Stadium isn’t it?

R: Yeah, yeah, yeah!

I: See. That’s alright, because he comes from there doesn’t he? Is that right?

R: Yeah. It’s my hometown. Yeah.

I: Is that right?

R: Yeah.

I: Wow. That’s one of the only towns in Austria I know, and with big old Arnie as well! So there is history of you getting together [to see matches]?

R: Yeah.

I: Austria, so what about Austria home matches, as in the national team?

R: Erm, it’s kind of embarrassing! No, I’ve never gone to that one.

I: What about the EURO [Championships in 2008] though you had one…?

R: Well, I went to a public viewing once against Germany…

I: There we go.

R: But we lost, so it’s like probably because we’re not that good so I’m not that interested at all.

I: OK. But Sturm Graz are doing alright aren’t they? They have been quite a big team in the past.

R: Yeah, like ten years ago they were good…

I: They were in The Champion’s League.

R: Yeah, really good.

I: That’s cool, that’s cool, so you’ve got something there and the social thing as well. What about – going away from sports – when commercials come on when you’re watching telly, a film, or anything or even when you’re streaming stuff, how do you react to them?

R: Erm, kind of annoying I switch to another channel or, like, if it’s on the internet I just click them off.

I: As quickly as possible?

R: Yeah.

I: That’s cool, so you avoid them?

R: Yeah.

I: That’s fair enough.

R: Like, if you can avoid them because they are often just next to, if you stream something it’s just next to it.

I: That’s true, that’s true.

R: There’s always advertisements.

I: When you’re streaming do you have a different feeling towards adverts when you’re streaming then when they’re on television?

R: Yes, definitely. Like a film it’s unsecure so when it’s on the internet I am always concerned, but when it’s on television it’s just there so if I’m not in the mood for switching channels I’m just kind of watching it.

I: Yeah, fair enough. Put up with it sort of thing?

R: Yeah.

I: That’s cool, that’s cool. So now, I can’t remember if I’ve said, but it’s about sponsorship in sport but also a little bit in general terms. How would you describe sponsorship? What is your understanding of it?

R: Well, it’s, like, for me, its companies investing in, for example, sports clubs and therefore they have to wear stuff from the company like all the clothes and if there’s a match on [the company’s name] is on the screen making ads.

I: That’s what the companies get out of it. What do the clubs get out of it?

R: Well, the clubs get free clothes for example, equipment, their, yeah, money.

I: Yeah of course.

R: Of course!

I: There we go!

R: Were you waiting for that?

I: Yes! ‘Please say it!’ That’s great and do you think it works?

R: Yes definitely.

I: Why does it work?

R: … Why does it work? That’s a ….

I: Or, why do you think it works?

R: I haven’t thought about that. Why does it work? It’s like, erm, the benefit for each other for each of them.

I: Brilliant.

R: Yeah. So, that’s the main reason I guess.

I: Do you think there’s an equal benefit?

R: Yes, I think so.

I: Yeah, OK. … That’s the advantages of course with the funding and the money and the advertising but what about the disadvantages? Can you think of any potential disadvantages to sponsorship?

R: Errm, well, I’d say, like sports club kind of, erm … you know, they are kind of stuck with the, with a certain sponsor.

I: Brilliant. Good stuff.

R: Yeah. So that and they are always kind of associated with it as well. So, and the other way round if someone from the sports club is acting in a bad way then it can create a kind of negative image on the company as well.

I: Excellent. Great. Very good. Erm, what about, have you got any sponsorship memories? It’s not just in football, but can you remember any…?

R: Like in Austria it’s like the skiing so whenever the… What do you call it when the skiers are jumping down? High jump?

I: I think it’s ski-jump.

R: Yeah, so whenever they come down they have to lift up their skis and there’s the logo of the company. It’s always on their hats as well or their gloves….

I: Brilliant, yeah, they raise them when they jump off?

R: Yeah, yeah.

I: Have you ever tried that?

R: No!

I: I don’t know if it’s something that happens in Austria! ‘Come on you’re three years old, let’s get out!’ That’s brilliant. Yeah, OK. And that’s just something they…?

R: And also when they do super slalom. Whenever they are down there [at the finishing enclosure] they kind of get their skis and put it in their hands and everything can…

I: Yeah, I’ve never thought of that before, because obviously with the ski-jump that’s just part of the technique, but they are using all available space sort of thing.

R: Yeah, yeah.

I: Yeah, essentially, they don’t have to take their skis off when they’ve finished the run I suppose.

R: And also they always focus on their faces when the cameras [are there] so the skis are here [right next to the face and therefore in camera shot] the hats have the logo here and the skiing gloves so….

I: Yeah, it’s all framed in the television. That’s wonderful what a great example. Erm … OK. If a company that you were very keen on, that you had a soft-spot for if they sponsored an event or a team would that make you want to go, or at least find out more about that event or the team, just because you had a strong feeling towards the sponsor in this instance?

R: For me personally not, but I feel a lot of people would. For example Red Bull, it’s an Austrian company and they really support skiing for example as well and stuff so I feel a lot of people would be like ‘Yes!’

I: Yeah, just because of the huge strong connection that Red Bull have with that?

R: Yeah.

I: That’s wonderful.

R: And they are actually sponsoring a lot of sports things but I wouldn’t know because I’m not so interested!

I: They are. They have actually created a, obviously one of their guys actually jumped from space.

R: Yeah, yeah of course but also in Austria like other stuff.

I: But they’ve actually created a, the guy who [founded the company] had, he was a big snowboarder anyway, by the sound of it so he pretty much created this company so he could carry on doing that! Meeting all the stars and still keep up.

R: Yeah, so…

I: Is there a football team named Red Bull?

R: Yeah, Salzburg.

I: Salzburg, OK so it goes and obviously The New York, Red Bull New York as well. I can’t remember…

R: Ah, OK.

I: Brilliant. Good stuff. Erm, what about the other way round? Would you…? … Would you create a loyalty, almost like a blind loyalty to a sponsor just because they sponsored a sport or an event that you liked?

R: Errm could be more yeah, I’d rather feel that way yeah.

I: Yeah, OK, just because they’ve…?

R: They’ve done a great event I like.

I: Yeah, OK, so it’s as simple as that?

R: Yeah.

I: Erm, yeah. … So, it’s literally… It’s happened to me before, but because I’m a Tottenham fan I can’t give rational answers because it’s so ingrained in me.

R: Yeah.

I: Right, there’s vast amounts of money in sponsorship obviously as you know, and there’s a concept called ambush marketing where a company that is very similar to one of the main sponsors will try and ride on the effect of that.

R: OK, OK.

I: And there’s been various questions do with its ethicality, if it’s an ethical practice or unethical of course. So, say for example Adidas were one of the main partners of EURO 2012 but say – it didn’t happen – but say, for example that Nike had set up stands or a Fanzone sort of a safe distance from the stadium but still within the area of it purely for the fact of riding on the effect what’s your feelings on that? It’s up to [interviewee’s name] to decide!

R: Yeah, but if it was like Adidas or a customer?

I: If it was like, sorry, Adidas was the massive sponsor they’d given lots of money and they were in the stadiums and they’d made the ball, but if Nike sort of tried to…

R: Well, of course, I’d be more attracted to Adidas because they’re the main sponsor and, erm … yeah.

I: Would you react against the Nike stand as in to hold yourself back because you’d feel that’s a bit, that’s a bit dodgy, you know trying to ride on Adidas’…? Would it go that deep do you think?

R: No, I wouldn’t be against them and, like ‘oh my God they didn’t sponsor that and Adidas did I’m so loyal to Adidas’, er, but on the hand, I’d feel like if Adidas were sponsoring the event then I’d feel more, like, a connection between Adidas and the event.

I: Yeah, OK. Excellent. Good stuff. Erm, what about in terms of ethics? What are your thoughts on that?

R: Yeah, well, erm, not so nice! Yeah, of course, they’re getting the competition on and, erm, yeah, well, it’s kind of rude doing that of course so, erm…

I: I’m sure that’s what Adidas would say when they ring them up ‘you’re being rude’!

R: Ha ha! Yeah, I feel like if Adidas are sponsoring the event then, like also the event location they’re also going to kind of watch over Adidas and don’t let Nike in so; I feel they’re kind of on the safe side.

I: Yeah, OK, brilliant. But even if their [Nike’s] presence was there it wouldn’t, you feel Adidas’ position would be so strong then it wouldn’t affect them anyway perhaps?

R: Yeah.

I: But why would Nike try and do that?

R: Because they want to, like be in the advertisement as well and be part of the whole event and benefit from it.

I: Yeah, OK.

R: I don’t know if they’re trying to sell something there….

I: It’s just a theoretical example.

R: Yeah, yeah.

I: It’s a bit of a… because some of the football teams have Nike clothing anyway so it’s not as if there’s a blanket [ban] you still do see Nike products within the stadium so that’s the confusing thing about it. But it’s one of the things that has come up in my reading so I just wanted to know what people feel about it. Good stuff. … We’re getting there. Do you think a sponsorship between a sponsor and a football team can improve the image of either both or either party?

R: Definitely.

I: How would that be do you think?

R: Well, for example, if a team is really good and they’re known national of course and internationally then it can give a good reputation to the company and vice versa if the company is successful and they sponsor a good team, like, it’s always good for the team as well.

I: Yeah, OK so it can go both ways. The success of the company goes to the other side then, how does that work? Once that partnership has been made do you think it stays static or…?

R: No.

I: Through two successful teams does that, would it grow from there?

R: Yes, I feel like, you know, it’s an on-going change as well, like depending because the team wouldn’t be number one for the next ten years it always changes of course and the team members change as well so it’s kind of….

I: So quite a here and now type of thing?

R: Yeah, yeah. It’s not static at all.

I: Yeah, OK, so as soon as the standard drops perhaps in this example perhaps the football team that could affect the sponsor’s image?

R: Yeah, definitely.

I: Yeah, OK, brilliant. Erm, in the other way, you mentioned it earlier on actually as in one of the disadvantages if a team-player… Do you feel that if one person on a team acts up, you know, there was an example last season where Luis Suarez got, erm, and actually John Terry this season as well, they both got done for being racially abusive to a black player two different football players, do you feel, how could that effect the sponsorship, the sponsorship partnership do you feel there could be any effect with one player?

R: … Maybe not with one and it depends on how sensitive one is, so it kind of depends on the situation I guess. Errm, but I guess if there is one mistake of one player it wouldn’t affect the sponsorship they may be more concerned about it and take things under consideration and, like watch it so, erm…

I: So, it would at least set alarm bells going with the sponsor?

R: Yeah.

I: How would a potential disaster in that sense be averted? If these alarm bells started going what could a sponsor, or how would the situation resolve itself do you think? How would they do that?

R: Well, I mean they are just going to inform, like, the trainer, manager and they are going to make a meeting and they are going to inform the players and everyone would be totally aware of that and kind of watch themselves, so and I guess communicate clearly what are the next steps and, yeah.

I: Good stuff. So there’s a strategy in place and these can be averted, but if there isn’t that sort of thing then perhaps it could, perhaps blow up in their face. In that sense who has the power in a partnership like that? Where does the power lie, because in that example you could argue that there’s more power with the sponsor because they could say ‘well, we’re going to take our money if this guy plays up again’?

R: It kind of depends I mean the sponsor is really necessary if the team is like in progress but if the team is number one then there would be a lot of sponsors that would be glad to take over so, again, depending on the situation I think in the beginning the sponsorship has more power but the more successful the team gets erm, like then maybe the power is balancing each other out and the team takes over the power.

I: Excellent. Very good. … I would just like to talk about, if you can imagine football and sponsorship now erm … does the sponsorship work better if there is a definite link between the product the sponsor makes and football. The example I always use is beer and football a beer company sponsors a football team it’s quite an obvious connection because we all drink beer when we’re watching football but how do feel nowadays is it something that…? Can any company come in and sponsor a football team?

R: No, definitely not.

I: OK. Why’s that?

R: Erm, like, first of all you have to have a lot of money to sponsor a football team so I guess it’s more like the international companies and then I guess, the teams also have contracts with other companies so it’s not so easy maybe Carlsberg sponsors a team for five years, I have no idea but…

I: No, that’s a great example yeah.

R: So, erm, I don’t know if there’s even a possibility that someone else enters.

I: Oh, I see what you mean. Say, like for example if you eat popcorn or peanuts or crisps whilst you’re watching a match could they be viable sponsors as well because they go with the experience?

R: Ah, OK.

I: Do you think…? I don’t know if the link is as strong, but could they still be an acceptable sponsorship partner?

R: Yes, OK.

I: Just because there is that mental connection with football?

R: Yeah.

I: Brilliant. What about with say technological companies then? How does that work?

R: Erm, technological companies? Well, I guess like, what do you call it? When you can bet on games. What’s it called?

I: Erm, games as in computer games?

R: No, no, if you like, if there is … how do you call them? You know you go and say ‘OK, Sturm Graz wins 3-0’

I: Oh, I see what you mean like betting, odds, you bet on the game, we call it in England the Football Pools.

R: Yeah, OK, but I don’t know why I came up with that, right OK.

I: Like technological companies or even betting companies, how does that…?

R: Yeah, they’d be more like shown on the screen, yeah.

I: Yeah, that’s true but in the sense of, we’re talking about beer works with football so does peanuts what about, for example Chelsea, an English team, are sponsored by Samsung OK? How…?

R: How can you make a connection?

I: Yeah, does that connection work?

R: Well, I guess if you make an ad with a football player and Samsung.

I: There we go. Simple as that.

R: Yeah.

I: OK. Wonderful. Do you know if there was an ad with Samsung and a football player?

R: Errm, no! Sorry!

I: David Beckham did one recently.

R: That’s how much I pay attention!

I: But that was more associated with the Olympics but it’s fine.

R: Well I haven’t had a TV in like half a year so…

I: You’re doing very well. That’s not a bad thing at all if you can continue on that! … Excellent. Right, here we go, this is go deeper into my weirdness being a Tottenham fan. I’m a Tottenham fan and are biggest rivals are…

R: A what?

I: A Tottenham fan; the football team. Tottenham Hotspur right?

R: Right.

I: It’s an area of North London and our big rivals are Arsenal OK? And Chelsea because they’re both London, but Arsenal is in North London as well, to the point where they wear red and, as you see, I don’t own a piece of red clothing it’s to that point where it’s madness. So, I found out though recently that Carlsberg are the official beer supplier of Tottenham so they provide the beer in the stadium, but they also the official beer supplier of Arsenal. OK?

R: So both?

I: Exactly. This is part of Carlsberg’s agreement with the league. They have a sponsorship agreement with the league and although they don’t supply all the teams in The Premiership [top football league in England] they do supply a number of them including these two big rivals: Tottenham and Arsenal. Now, what effect can that have? Do you see Carlsberg could see an effect of that or…? These are just beers that you can buy in the stadium it’s not anything other than that.

R: Yeah, well, the fact for Carlsberg is just that they are the number one supplier I guess and they’re just associated with football in general and not with just one team. So it would be automatically if you go to the stadium then you wouldn’t have to think about what team but ‘you just have a Carlsberg here’.

I: Wow, that’s brilliant, so the image of them being a football, being associated with football goes well above any rivalry just because it is such a blanket thing.

R: I’d say so yeah.

I: Wow, that’s fantastic. … Right this is going to be interesting I think for me. Right, almost there now so… domestic and international sponsors OK? In terms of the Austrian national football team if an Austrian company came in with exactly the same package as an international company right, so they had exactly the same package, who would you prefer to sponsor the Austrian football team?

R: The international one.

I: The international one? OK and why’s that?

R: I mean, maybe it’s because we… Is it like for the Austrian national team playing?

I: Yeah, a sponsor comes in, yeah, just to support the team.

R: OK, so for example if Austria plays against like other international countries then I’d rather take the international sponsor, but if it’s just for the Austrian league then I guess then I’d take the Austrian one because the Austrians erm are also kind of not as well educated so they could be kind of more erm, like they would more identify themselves with that company.

I: Yes, on a national level, but on an international level we’re talking about just you personally, it’s cool, you know, in an international setting…

R: I would take the international one.

I: And why’s that?

R: Errm, you know because everyone kind of knows the company then and can kind of erm make a connection to the company no one would know I guess an Austrian company besides from [the people of Austria] so it’d be like ‘ah ha, no one knows your sponsor, no one knows your team so who are you?’ But if you have a more international sponsor they’d be like ‘OK, they are supporting you so that’s so great you must be really good’.

I: Wow, fantastic. OK. It goes as deep as that? So the sponsor can affect -depending on the level of sponsor - that can affect the whole image of the country?

R: Yeah.

I: And how would, if an international sponsor came in and chose to invest in the Austrian national team how do you feel, how would you react as an Austrian towards that company?

R: Pretty good actually because they kind of believe in us and are interested in us.

I: Good stuff. Yeah that’s wonderful. … That was it, thank you ever so much. … This is a recall question in regards to the programmes right one of these is the main sponsor of The Premiership – the top league in [England] OK? And it was relatively prominent in a sense in the programme. Can you…? Have you ever been to Britain?

R: No.

I: These are all high street banks in Britain OK? Have you got an idea which one of those it could be?

R: Erm … like when I looked through the magazine [programme] I just know Barclays but maybe this one as well HSBC. I don’t know. Dammit!

I: It’s between one of those two. Why would you be leaning…? Why would you think HSBC for example?

R: I don’t know, it just looks familiar but I know for sure that this one was in the magazine [programme] as well.

I: Which one?

R: The Barclays.

I: Brilliant. So which one is your answer?

R: Yes, what’s my answer?

I: It’s alright, there’s no right or wrong answers I’m just quite intrigued.

R: Yeah, I’m just thinking about what they were wearing. Could that be a hint?

I: Not so much unfortunately no.

R: OK. Well then I would go for Barclays.

I: That’s actually right. That’s fantastic. Really intriguing, because you don’t know, because some people [I’ve interviewed] know it’s called the Barclays Premiership so that’s… but you picked that up from the programme that’s brilliant, really good. There’s no science involved but it’s very interesting though how people respond to the magazine [programme]. Now, one of these is the shirt sponsor, literally in the middle here, one of them is the Tottenham sponsor both last and this season and it was quite prominent throughout the programme.

R: Dammit! Ha ha!

I: What about any other logos? The logos there does anything come out when you think of those logos?

R: Yeah, like Carlsberg, Puma, HP as well the other three? No.

I: OK, but these are brands you recognise?

R: Yeah. … But then I feel like, I have no idea what logo that is, but maybe that was on the socks so I would go for that [Under Armour].

I: Yeah, OK. That’s cool it’s very close, because this is our kit manufacturer for this season; an American company, I’d never heard of them.

R: OK.

I: As you can see, last season we were [made by] Puma.

R: Ah, OK.

I: This season we are Under Armour.

R: I don’t know that.

I: The main sponsor is Autonomy.

R: Autonomy. OK.

I: Confusingly though, down here they say the official Premier League shirt sponsor OK?

R: OK, a technical partner.

I: Yeah. These [the logos] are quite interesting actually, these work as scan-codes.

R: OK!

I: Yeah, so you can, even when I’m wearing, if I’ve got my [Tottenham] shirt on you could come up to me and scan it and find out additional information about Tottenham if you wanted to!

R: Really nice!

I: As I’m sure you would! Right, OK, so that’s brilliant. Again there’s no science involved but I think it’s at least nice to see what’s, or I don’t know, how certain people respond to it and certain things. That’s cool that was it!

R: OK. [Looking at the programmes again]Ah yeah it was here [referring to the sock she remembered].

I: There we go.

R: That’s what I thought you know?

I: Yeah, but it’s very prominent once you begin to see it isn’t it you know? But they’re an American company.

R: Because the ‘A’ [of the Autonomy logo] is just on the shirt right? But here it’s on the socks.

I: That’s true, but this is separate this is the…

R: Yeah, yeah. Yeah, yeah.

I: But for some reason, that’s perhaps…

R: I was like maybe that’s…

I: Very few people [throughout the interviews] have got it. I don’t know why that is in a sense I don’t know it seems a bit bizarre really because it’s quite prominent, it’s all the way through every time you see a shirt and it’s not, it would’ve been [in relation to the answers from previous interviews] more unusual if you’d got it actually so it’s one of those…

Appendix 4

Images Used in the First Three Interviews



(Pic. 1) 7-11 National Team Coffee or Slush-Ice Promotion



(Pic. 2) Carlsberg Six-Pack and Patriotic Head-Wear at 7-11



(Pic. 3) Carlsberg Competition Seen on Facebook



(Pic. 4) Carlsberg Plastic Pint Glass at a Public Viewing in Nytorv, Aalborg



(Pic. 5) Coca-Cola Promotion buy Two Bottles for 35Kr. and Receive a Cooler Kit at 7-11



(Pic. 6) Full Poster of Above Promotion



(Pic. 7) Kom Så Danmark (Come On Denmark) Oregano seen in Rema 1000 Supermarket



(Pic. 8) Kom Så Danmark Sea Salt Seen in Rema 1000 Supermarket



(Pic. 9) Danske Bank Inflatable Goal at Public-Viewing Associated Promotion. The back of the Big Screen can be seen to the right of the tree



(Pic. 10) ‘We Back the National Team Up’ – Promotional Poster Seen at the Same Public Viewing



(Pic. 11) Simon Kjær (a Danish National Footballer) Promotional Poster for Autographed Coffee Cups at 7-11

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| Appendix 5 | 100 Years of Olympic Marketing - Evolution of Olympic Marketing  During the 20th Century (OS 7)  **1896 - Athens**  The Organising Committee faced severe financial difficulties and sought support from a well-known benefactor, Mr George Averoff, who financed the major expense of refurbishing the Olympic stadium. Companies provided revenue through advertising in the souvenir programme. |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/00_emblem_s.gif | **1912 - Stockholm**  Approximately ten Swedish companies purchased "Sole-rights", primarily to take photographs and sell memorabilia of the Olympic Games. One company purchased the rights to place weighing machines on the grounds for spectators. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/00_emblem_s.gif | **1920 - Antwerp**  The official programme was full of advertising, so much so that the reader had to examine the book very carefully to find anything about the Olympic Games or the events. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1924S_emblem_s.gif | **1924 - Paris**  Olympic Games venue advertising signage was permitted for the first and only time. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/00_emblem_s.gif | **1928 - Amsterdam**  Rights were expanded to concessionaries such as a brewery, which was allowed to operate restaurants within the stadium grounds. The Coca-Cola Company, a current TOP Partner, began its long-standing association with the Olympic Games. Advertising was allowed in the programmes, but the IOC made a stipulation that the stadium grounds and buildings could not be disfigured with posters. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1932S_emblem_s.gif | **1932 - Los Angeles**  "The California approach to the Games was typically exuberant and money-orientated," states the Official Report of the 1932 Olympic Games. Zack Farmer, Chairman of the OCOG, described the Games afterwards: "The 1932 Games were the first ones that ever paid off... We gave them a wonderful Olympics and a profit to boot." The most original and controversial element in the L.A. business proposition was the Olympic Village. When the Games were over, the bungalows in which the athletes had lived were dismantled and sold as tourist accommodations and to construction companies. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1932w_emblem_s.gif | **1932 - Lake Placid (Winter)**  Publicity efforts by the Organising Committee concentrated on business organisations and retail stores that could give the Games free merchandising and advertising tie-ins. Many major department stores on the East Coast of the United States featured the Olympic Games in their window displays, and many national advertisers used the Games as the theme for their 1931-1932 winter advertising. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1936S_emblem_s.gif | **1936 - Berlin**  The first Games to be televised were those in Berlin. This was done on an experimental basis in and around Berlin only, with a total of 138 viewing hours and 162,000 viewers. Only one of the three total cameras could be used live and even then only if the sunlight was bright enough. Berlin was also the first Olympic Games to produce an Olympic Torch Relay. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1948S_emblem_s.gif | **1948 - London**  History has it that the Organising Committee eventually persuaded the BBC to pay the then colossal sum of one thousand guineas (around US$3,000) for the broadcasting rights. Reports at the time indicated that the "BBC later pleaded desperate poverty, but, as they were all gentlemen, when the BBC paid up the organisers never cashed the cheque." However, they had established the principle of the "rights fee." Estimates suggest that over 500,000 people watched the 64 hours of programming. Although the majority of viewers were within a 50-mile radius of London, viewers in the Channel Islands reported excellent transmission. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1952S_emblem_s.gif | **1952 - Helsinki**  A sales department sold various rights to do on-site business at the Olympic Games. This was the first attempt at an "international marketing programme, with companies from eleven countries donating value-in-kind products, ranging from food for the athletes to flowers for medal winners." | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1956w_emblem_s.gif | **1956 - Melbourne**  Neither of these Games fared well with revenue from television negotiations. Television by then had become big business, but talks broke down early in the negotiations, preventing transmission of the Games to such important markets as the United States. 1952 also marks the beginning of contract rights negotiations as we know them today. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1956s_emblem_s.gif | **1956 - Cortina D'Ampezzo (Winter)**  For the first time, the Winter Games were broadcast live. The last torch carrier stumbled and fell over the TV cable placed on the ice surface of the stadium. Although the torch was dropped, the flame was soon reignited. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/00_emblem_s.gif | **1958**  The issue of television rights was incorporated into the Olympic Charter with the introduction of Rule 49 "the rights shall be sold by the organising committee, with the approval of the IOC, and the revenues distributed in accordance with its instructions." | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1960S_emblem_s.gif | **1960 - Rome**  These Olympic Games were televised live for the first time to 18 European countries, and only hours later in the United States, Canada and Japan, forever changing how the public watch the Olympic Games. An extensive sponsor/supplier programme included 46 companies that provided key technical support and some less key support, such as perfume, chocolate, toothpaste, soap and maps of Olympic sites in Rome. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1964S_emblem_s.gif | **1964 - Tokyo**  The number of corporate marketing relationships associated with the Games grew to include 250 companies. A new cigarette brand called "Olympia" generated over US$1 million in revenue for the OCOG. (The tobacco category was later banned.) Broadcasts were global, with satellite coverage used for the first time to relay pictures overseas. Technical support from sponsor companies began to take on a greater role in the staging of the Olympic Games. Seiko created quartz-timing technology, which provided the most accurate timing system to date. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/00_emblem_s.gif | **1966**  The IOC expanded revenue sharing to include NOC and International Federations (IFs) for the first time. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1968s_emblem_s.gif | **1968 - Mexico City**  The Olympic Games were first telecast live in colour. Slow-motion footage was also available live. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1972S_emblem_s.gif | **1972 - Munich**  A private advertising agency acted as the licensing agent for the first time. Rights to use the official emblem were sold, and several types of licensing and advertising agreements were available. There was also the first official mascot, "Waldi", whose image was licensed to private firms for sale. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1972w_emblem_s.gif | **1972 - Sapporo (Winter)**  Following the successful satellite transmission of images from the Tokyo Olympic Games, expectations of broadcasting success were high. Just as they would in Nagano (1998), NHK provided the television feed for broadcasters to choose the coverage they wanted. The construction of all new sports facilities is cited as one of the distinguishing features of these Olympic Winter Games. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1976S_emblem_s.gif | **1976 - Montreal**  A total of 628 sponsors and suppliers participated, with the official sponsor programme further broken down into official sponsors, official supporters and official promoters. This programme generated only US$7 million for the OCOG. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1984S_emblem_s.gif | **1984 - Los Angeles**  The Los Angeles Games marked the beginning of the most successful era of corporate sponsorship. For the first time, the OCOG separated sponsorship into three categories: 34 companies signed on as Official Sponsors, 64 companies purchased "supplier" rights, and 65 companies were licensees. Each category had designated rights and exclusivity. In most cases, the sponsor companies were large, multinational corporations. However, the marketing of the Olympic Games was still limited to the host country and US companies. Television (and radio) rights for these Games were acquired by 156 nations, and it is estimated that more than 2.5 billion people were able to view the action. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1984W_emblem_s.gif | **1984 - Sarajevo (Winter)**  447 foreign and domestic sponsorship agreements were signed. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1988S_emblem_s.gif   http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1988w_emblem_s.gif | **1988 - Seoul 1988 - Calgary (Winter)**  Under the direction of the IOC, a world-wide marketing programme (The Olympic programme, or TOP) was implemented, with the Seoul Organising Committee, the Calgary Organising Committee and a large number of National Olympic Committees (NOCs) coordinating their efforts. The nine business categories for TOP were limited to certain products and services that were marketable world-wide. For other items, OCOG launched the marketing programmes independently. For the first time, the IOC required the host country OCOG and NOC to operate a joint marketing programme. It was decided that the fewer the number of corporations involved, the more value individual sponsorships would hold. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1992S_emblem_s.gif   http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1992w_emblem_s.gif | **1992 - Barcelona 1992 - Albertville (Winter)**  TOP continued with 12 worldwide sponsors and a more sophisticated package. The Barcelona Games were the first at which a "multi-tier" TV structure was operated in several countries. The main national broadcaster sub-licensed coverage of additional events to other cable and satellite broadcasters, thereby considerably expanding the total amount of sports coverage. A survey done in the United States, Spain, and the United Kingdom showed that an average of seven out of ten people tuned in to watch the Albertville Games, increasing to more than nine out of ten people for Barcelona. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1994W_emblem_s.gif | **1994 - Lillehammer (Winter)**  Broadcast and marketing programmes generated more than US$500 million, breaking almost every major marketing record for an Olympic Winter Games. The licensing programmes resulted in three times the forecast revenue and set new standards of organisation and quality for future Organising Committees for the Olympic Games (OCOGs) to emulate. More than 120 countries and territories viewed television coverage of the 1994 Olympic Winter Games, compared to the 86 countries broadcasting the Albertville winter events. For the first time, the Olympic Winter Games were officially broadcast on the African continent, by the M-Net (South and Central Africa) and ART (North Africa and the Middle East) satellites. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1996S_emblem_s.gif | **1996 - Atlanta**  The Centennial Olympic Games were funded entirely through private sources, with broadcast rights fees, sponsorship and ticket sales comprising the Game's sole sources of revenue. The Atlanta Committee for the Olympic Game's (ACOGs) privately funded Olympic Games managed to break even. To ensure that as large an audience as possible could watch the Centennial Olympic Games, the IOC underwrote the cost of the transmissions to Africa.   Out of a potential global television audience of 3.5 billion viewers, an unduplicated audience of more than 3.2 billion people watched the Olympic Games in 1996, with a cumulative audience estimated at 19.6 billion. (This unduplicated audience of 3.2 billion is calculated at nine-tenths of available viewers in developed countries and two-thirds of available viewers in developing countries.) The broadcast reached a record 214 countries worldwide. Ticket sales for Atlanta generated 26 percent of total revenue. With 11 million tickets available for sale, total ticket sales exceeded those of Los Angeles and Barcelona combined. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/1998W_emblem_s.gif | **1998 - Nagano (Winter)**  Broadcast and marketing programmes continued to build upon the success of Lillehammer. The partnership between the Olympic Movement and the technology sponsors set the criteria for future Games. One hundred and eighty countries and territories viewed television coverage of the 1998 Olympic Winter Games, compared to 120 countries broadcasting the Lillehammer winter events. For the first time, the Olympic Winter Games were broadcast live in Australia.   Nagano produced a number of Olympic firsts including the licensing of Olympic Glory, a large-format (70 mm) film; video-on-demand services which allowed visitors to view footage from 500 hours of sporting action from the Nagano Games and the Olympic archives; and 3-D high-definition television (HDTV).   The Nagano Organising Committee's website was the first Olympic Winter Games website to provide enthusiasts with a system for viewing results and information in real time. The Nagano website received 646 million hits during the Games - an Internet record. | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/2000S_emblem_s.gif | **2000 - Sydney**  The International Olympic Committee (IOC) and the Sydney Organising Committee for the Olympic Games (SOCOG) generated approximately US$3 billion during the period 1997-2000 from the marketing of the Sydney 2000 Olympic Games; mostly from the sale of collective broadcasting rights, sponsorships, tickets and licenses. The IOC generated approximately 63 percent of the overall revenue while SOCOG's unprecedented marketing success within the host country of Australia generated nearly 37 percent of the overall revenue.  The Sydney 2000 Olympic Games now stand as the most watched sports event ever. More than 3.7 billion people tuned in to watch in 220 countries and territories, generating more than 36.1 billion television viewing hours. For the first time, Australians and international visitors shared in the excitement of Olympics Live sites around the city of Sydney.  Spectators purchased more than 92% of Olympic Games tickets, far exceeding the previous record of 82.3% that had been set in Atlanta.  The official website of Sydney 2000 was the most popular destination on the internet during the Games, experiencing more than 11.3 billion hits.  "The Sydney 2000 Olympic Games set a course for the future of the Olympic Movement - it stands now in our collective memory as a tribute to the most successful marketing effort the world has ever seen." Richard Pound, Chairman of the IOC Marketing Commission for Sydney 2000  [Sydney 2000 Marketing Report](http://www.olympic.org/en/content/Footer-Pages/Documents/Marketing/2000---Marketing-Report-Sydney-2000/) | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/2002W_emblem_s.gif | **2002 - Salt Lake City (Winter)**  Unprecedented Winter Games Marketing Success.  The Salt Lake 2002 marketing effort was the most successful in the history of the Olympic Winter Games. The 2002 Olympic Winter Games established marketing-related records in the areas of broadcasting, ticketing and sponsorship:   * 2.1 billion viewers in 160 countries and territories amassed 13.1 billion viewer hours. * More than 1.525 million tickets were sold, representing 95% of the available tickets. * The OPUS local sponsorship programme generated a total of US$ 876 million for the Salt Lake Organising Committee (SLOC) and the US Olympic Committee (USOC).   Built upon the experience and learning from previous Games, Salt Lake 2002 set a new standard for success in marketing programme execution. The 2002 Games established a benchmark for protecting the Olympic image and the rights of partners. The balance between the commercial agenda and the Olympic image was achieved.   * SLOC's operating budget of US$ 1,390.5 million was supported almost entirely by marketing and broadcasting. * Salt Lake 2002 Olympic marketing programmes generated greater levels of support from fewer partnerships than the much larger-scaled 1996 Olympic Games. * Effective pre-promotion of Salt Lake 2002 was gained through greater broadcast support and high-quality sponsor advertising. * Sponsor integration was enhanced, as partners complemented the visual presentation of the Games and enriched the spectator experience through multiple and popular sponsor-hosted activities and events. * Few ambush marketing incidents were encountered; all minor ambush incidents were effectively addressed. * Olympic Market Research clearly shows passion for the Olympic Games, support for Olympic sponsors and enjoyment of the Olympic Games experience across constituencies and demographics.   [Salt Lake 2002 Marketing Report](http://www.olympic.org/en/content/Footer-Pages/Documents/Marketing/2002---Marketing-Report-Salt-Lake-2002/) | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/2004S_emblem_s.gif | **2004 - Athens (Summer)**  The Athens 2004 sponsorship programme was the second largest source of revenue for the staging of the Olympic Games, providing approximately 23% of the Organising Committee’s balanced budget.  The Athens 2004 domestic sponsorship programme exceeded initial targets by 57%, generating more than US$300 million in domestic sponsorship of the Olympic Games and sponsorship of the Athens 2004 Olympic Torch Relay.  The Athens 2004 Olympic broadcast partners provided unprecedented levels of support for the Olympic Movement and the staging of the 2004 Olympic Games. The Athens 2004 Olympic Games broadcast generated over US$1,400 million in rights fees revenue. More than 300 television channels provided 35,000 hours of dedicated Olympic Games coverage over 17 days, delivering images from Athens 2004 to an unduplicated audience of 3.9 billion people in 220 countries and territories. An unduplicated audience of 3.9 billion television viewers in 220 countries and territories had access to the Athens 2004 Olympic Games broadcast, marking a significant increase over the previous Olympic broadcast record of 3.6 billion viewers with access to Sydney 2000. Each television viewer worldwide watched an average of 12 hours of Olympic Games coverage on television over the 17 days of the Olympic Games.  Several satellite and cable channels devoted their entire programming to 24-hour per day coverage of Athens 2004. A number of Olympic broadcast partners offered Olympic coverage on dedicated channels 24 hours per day for 17 days.  Several broadcasters enhanced viewer choice by providing extended coverage on digital and interactive channels. Broadcasters in certain countries used 3G technology to make streaming video and highlight clips of the Athens 2004 Olympic Games available through mobile phone handsets. Broadcasters in several markets offered streaming video via the Internet and dedicated Olympic web sites.For the first time in summer Olympic history, the host broadcaster provided the live feed of Olympic Games competitions and ceremonies in HDTV (high-definition television).  [Athens 2004 Marketing Report 2004](http://www.olympic.org/en/content/Footer-Pages/Documents/Marketing/2004---Marketing-Report-Athens-2004-/) | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/2006W_emblem_s.gif | **2006 - Torino (Winter)**  Torino 2006 was the most "international" Olympic Winter Games in history, as a record 80 Olympic teams participated and television viewers in more countries than ever before shared in the experience. Likewise, the sixth generation of the TOP Programme is the most globally inclusive ever. The TOP VI sponsors are headquartered in seven countries across three continents – demonstrating global participation in the programme that mirrors the worldwide nature of the Olympic Movement.  The Torino 2006 domestic sponsorship programme stands as the most lucrative and successful sponsorship programme in Italian history, generating € 269.8 million and included 57 companies and 63 brands across three tiers: Main Sponsors, Official Sponsors and Official Suppliers. The programme accounted for nearly 1% of the total advertising spend in the Italian market, 35 times greater than that of Salt Lake 2002, and reached 35 million people in Italy in terms of interest and awareness, surpassing the reach of sponsorships in football (€ 27 million) and motor racing (€ 24 million). Torino 2006 accounted for 6.14% of the total sponsorship spending in the market which was significantly higher than previous Olympic Winter Games sponsorship programmes.  The Turin Olympic Broadcast Organisation provided nearly 1,000 hours of live content - the most in Olympic Winter Games history. Our broadcast partners, in turn, provided viewers with a combined total of more than 16,000 hours of coverage – by far a record in Olympic Winter Games broadcasting. The Olympic broadcasters also maximised opportunities in new media technology, providing viewers with more access and greater choice through the Internet, mobile phones and multiple television channels.  [Torino 2006 Marketing Report](http://www.olympic.org/en/content/Footer-Pages/Documents/Marketing/2006---Marketing-Report-Torino-2006-/) | |
| http://www.olympic.org/Global/Images/The%20IOC/Commissions/Marketing/2008S_emblem_s.gif | **2008 - Beijing**  The Beijing 2008 Olympic Games were watched in record numbers with coverage available to more people in more places than ever before. Global digital coverage of the Olympic Games was also available for the first time, enabling the IOC’s broadcast partners to make even more sports action available to their audiences. For example, in the US, NBC delivered more coverage of the Beijing Games than the combined output of all the previous Summer Games.  The TOP Programme provided vital support and played a fundamental role in staging the Games and in helping NOCs with the necessary resources to develop Olympic teams and send athletes to participate, ensuring that the Games properly reflect the global nature of the Olympic Movement.  The Beijing Organising Committee created the most successful domestic sponsorship programme in Olympic history. The marketing team brought global partners together with local sponsors to create an unprecedented Olympic marketing platform.  The Beijing 2008 Olympic Games were undoubtedly a hugely significant milestone in the development of both China and the Olympic Movement.  [Beijing 2008 Marketing Report](http://view.digipage.net/?userpath=00000001/00000004/00040592/) | |